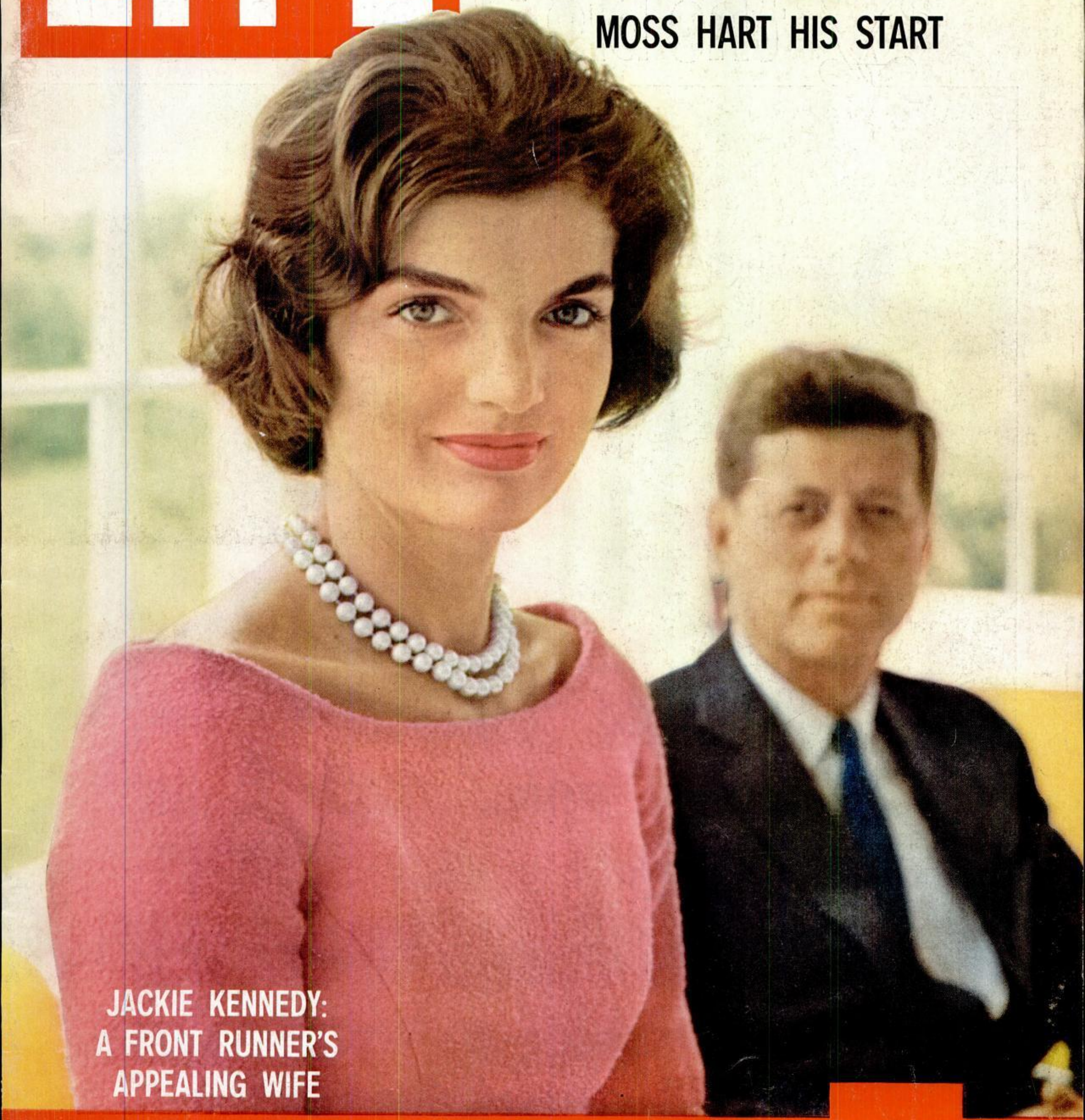
LIFE

I FIGHT THE FIGHT MOB BY INGEMAR JOHANSSON

THE FLOP THAT GAVE MOSS HART HIS START



JACKIE KENNEDY: A FRONT RUNNER'S APPEALING WIFE

REG. U. S. PAT. OFF.

AUGUST 24, 1959

Copyright Unclaimed



ANNOUNCING...

the big 3 for thirst!

PING

PONG

PI-LI

PING

PONG

Pi-Li



P-I-N—for Pineapple
G—for Grapefruit
A *New* refreshing
and healthful drink!

NEW!



P—for Pineapple
O-N-G—for Orange
A *Brand New*
drink blend that
quenches and refreshes.

NEW!



P-I—for Pineapple
L-I—for Lime
Pi-Li (say "pie...lie")
Delicious *New* drink
for meals or snacks.

NEW!

3 DELICIOUS NEW DRINKS BY STOKELY-VAN CAMP!

GIVE 'EM ALL THEY WANT! Stokely drinks are rich in Vitamin C. They're non-carbonated. Good for meals, good for thirst, good for all the family.

Copyrighted material

COMMON SENSE & ARITHMETIC

show why Allstate auto insurance gives you more value

Allstate eliminates red tape, cuts selling costs, passes savings on to you.

If you're feeling the pinch of rising auto insurance rates, remember this: Allstate's rates are generally lower than most other companies, and you can't buy better protection.

Allstate was founded by Sears and is run on the same big-volume, low-overhead quality-for-less business principle that made Sears famous for value.

Costs cut. Allstate auto insurance is sold the low-cost, low-pressure way. Whenever you buy it over the counter at the Allstate booth in Sears, at a convenient Allstate Insurance Center or from an Allstate Agent at your home, you benefit from Allstate's modern methods: electronic equipment and streamlined accounting that cut administrative costs to the bone.



Easy to buy, the low-pressure way, at the Allstate booth in Sears.

Red tape cut. With Allstate, it's company policy and company practice to eliminate as much red tape as possible in settling claims. Allstate claims people have authority to settle most claims "on the spot." And Allstate has more than 4,000 claims people strategically located throughout the U. S. and Canada to help you in a hurry when you need it.



Claims are settled fast . . . often right "on the spot."

Savings of 20% are common . . . And some folks save even more, compared to rates of most other companies. As you'd expect, how much *you* may save depends on where you live and how your car is used. (Standard rates in Texas where eligible policyholders have always saved through dividends.)

Today more than ever it may pay you handsomely to switch to Allstate. Remember, until you have the Allstate facts, you do not have all the facts on auto insurance. ***May we help you?***



RAY MORTON, mechanical engineer of Castro Valley, California, saved over $30 with Allstate last year compared to rates of most other companies. He's had several claims during his 10 years as an Allstate policyholder. Each settled fast "with no red tape." Service like this sold Mr. Morton on Allstate Homeowners and Life Insurance, too.

You're in good hands with

ALLSTATE®
INSURANCE COMPANIES
AUTO • PROPERTY • ACCIDENT AND SICKNESS • LIFE*

Founded by Sears, Roebuck and Company with independent assets and liabilities. Home Offices: Skokie, Ill.

*Allstate Life Insurance Company is wholly owned by Allstate Insurance Company

This One
WNOE-9P7-QEK9

Copyrighted material

Vol. 47, No. 8

LIFE

REG. U.S. PAT. OFF.

August 24, 1959

WHAT IS BEHIND MEN'S SUCCESS

Behind the success of any important man are intangible, often surprising factors—the influence of a wife, the challenge of an antagonist, the confidence of a weakness overcome, or just some irrelevant bit of luck—which elude the headlines and are frequently lucky even to end up in history books. But these intangibles are important—and they can be decisive. Probing such sources of success in our day-to-day history may be difficult, but it is also rewarding—as several of our stories this week go to show.



INGEMAR IN ANGER

Boxing fans say the strength of Ingemar Johansson is his right hand. But Ingo himself, in an exclusive first-person story from Sweden, prepared with the help of LIFE's John Mulliken (*pp. 22–25*), proves that his ability to think straightforwardly and shrewdly and to get mad righteously may pack an even bigger wallop. In the end the fight promoters, whose fancy financial footwork has made Ingemar angry, may find they have set him up in sporting history not just as champ, but as a crusader who helped clean up the boxing game.



KENNEDYS AT LEISURE

The underlying strength behind President Eisenhower is revealed in a new way this week in pictures of the things he wants to show Khrushchev during his impending visit to the U.S. (*pp. 31–34*). Ike's belief in the special qualities of America shines through in his deep feeling for its "happy people," its "decent homes," its "great farmlands and industrial plants."

Our cover for this issue shows an equally classic source of inspiration: a beautiful, talented wife. The gay penetrating look of Mrs. John Kennedy in this picture goes a long way on its own towards explaining and enlarging her husband's potential as a presidential candidate. And our story on pages 75–81 tells how right the cover picture is: how Jackie Kennedy's levelheadedness, wit, education and loveliness—not to mention her capacity for laughing at politics—serve to help her active and eager senatorial husband.

Of all the ways to get ahead in this world, the craziest was undoubtedly that of Moss Hart. In his own witty words on pages 82–92, Playwright Hart explains how he wrote his first play simply to keep his job as an office boy and cover up a deception he had put over on the boss.



HART IN GOOD HUMOR

COVER

Jackie Kennedy and Senator John Kennedy take the air on the porch of their seaside Cape Cod home in Hyannis Port, Mass. *(see pp. 75–81)*

THE WEEK'S EVENTS

America's bargain rush to Europe: we never saw it so good 15
"They're trying to rob me": The champ fingers the fight mob. By Ingemar Johansson 22
Eisenhower's guide to his Soviet guest: describing what Khrushchev should see, he draws on familiar people and places 31
A mother's sudden vision of disaster as a small girl narrowly escapes auto accident 39
Little Rock and the chief: police stand stops the "seggies" as schools open 40

EDITORIALS 26

What new Eisenhower?
New version of an old canard

PHOTOGRAPHIC ESSAYS

John Kennedy's lovely lady: as wife of the front-running Democratic candidate, Jackie Kennedy refuses to take politics too seriously—but proves herself a big political asset. Photographed for LIFE by Mark Shaw 75
Zoo is background for new styles: designers have explored odd corners of the animal kingdom and come up with all sorts of new pelts and patterns for fall fashions. Photographed for LIFE by Gordon Parks 50

ARTICLE

Famous playwright's awful flop: Moss Hart tells how he stumbled into a career—but at first fell flat on his face. By Moss Hart 82

ARCHAEOLOGY

The secrets of a Roman cave: archaeologists reconstruct the plan and treasures of an ancient underground art gallery by the sea 45

SPORTS

The Giants' new Willie: McCovey's winning bat puts team back on top 59

MODERN LIVING

LIFE's garden news: five new lilies to plant now 63

MOVIES

Nice kids in tale of trouble: two fine performances in *Blue Denim* 69

PARTY

A nostalgic evening in Newport: benefit ball at the Vanderbilts' old summer place recalls elegant evenings of the past 95

OTHER DEPARTMENTS

Speaking of Pictures: dinosaur at its diggings 10
Letters to the Editors 12
Miscellany: look Ma, no land 100

© 1959 TIME INC. ALL RIGHTS RESERVED. REPRODUCTION IN WHOLE OR PART WITHOUT WRITTEN PERMISSION IS STRICTLY PROHIBITED

Following list shows sources from which pictures were gathered. Credits are separated from left to right by commas, top to bottom by dashes.

COVER—MARK SHAW
2—H. LUND HANSEN—MARK SHAW—ALFRED EISENSTAEDT
10, 11—STAN WAYMAN
12—LOOMIS DEAN
15—DAVID LEES
16, 17—LT. BILL RAY; RT. WALTER SANDERS—ERICH LESSING FROM MAGNUM
18, 19—EDDY VAN DER VEEN FROM B.S.
20—WALTER SANDERS EXC. T. CARLO BAVAGNOLI
21—WALTER SANDERS
22—DORKA
23—H. LUND HANSEN
24, 25—THIRD FROM LT. U.P.I., TED RUSSELL, ALFRED EISENSTAEDT, JOSEPH MCKEOWN, FRANCIS MILLER—TED RUSSELL
31—DON CRAVENS
32, 33—LT. GEORGE SKADDING; CEN. ROBERT W. KELLEY; RT. GORDON TENNEY
34—LEONARD McCOMBE
39—K.P.A.
40, 41—FRANCIS MILLER
42—DON CRAVENS—FRANCIS MILLER
45—PROFESSOR OTTAVIANO CAPPABIANCA—DAVID LEES
46—DAVID LEES
59—JOERN GERDTS
60, 61—PHIL BATH FOR SPORTS ILLUSTRATED, KEN McLAUGHLIN FOR THE SAN FRANCISCO CHRONICLE—LUIS SANCHEZ—LEO COHEN FOR THE OAKLAND TRIBUNE
63, 64, 65—MARSHALL LOCKMAN FROM B.S.
66—DRAWINGS BY ADOLPH E. BROTMAN
69—LT. ELIOT ELISOFON—20TH CENTURY-FOX
70—20TH CENTURY-FOX
83—ALFRED EISENSTAEDT
84, 85—RT. CULVER SERVICE—N.Y. DAILY NEWS
86—CULVER SERVICE (2), VANDAMM STUDIO—VANDAMM STUDIO, RICHARD TUCKER, GEORGE KARGER FROM PIX
89—T. COURTESY MRS. WILLIAM J. STEINERT; CEN. CULVER SERVICE
92—GRAPHIC HOUSE
95, 97—YALE JOEL
100—RANDY McKAY

ABBREVIATIONS: CEN., CENTER; EXC., EXCEPT; LT., LEFT; RT., RIGHT; T., TOP; B.S., BLACK STAR; K.P.A., KEYSTONE PRESS AGENCY; U.P.I., UNITED PRESS INTERNATIONAL. THE ASSOCIATED PRESS IS EXCLUSIVELY ENTITLED TO THE REPUBLICATION WITHIN THE U.S. OF THE PICTURES HEREIN ORIGINATED OR OBTAINED FROM THE ASSOCIATED PRESS.

LIFE, AUGUST 24, 1959 VOLUME 47, NUMBER 8
LIFE IS PUBLISHED WEEKLY BY TIME INC., 540 N. MICHIGAN AVE., CHICAGO 11, ILL. PRINTED IN U.S.A. THIS ISSUE IS PUBLISHED IN A NATIONAL AND WESTERN EDITION. SECOND-CLASS POSTAGE PAID AT CHICAGO, ILLINOIS AND AT ADDITIONAL MAILING OFFICES. AUTHORIZED BY POSTOFFICE DEPARTMENT, OTTAWA, CANADA, AS SECOND CLASS MATTER. SUBSCRIPTIONS $5.95 A YEAR IN U.S.A. AND CANADA.

EDITOR-IN-CHIEF.....Henry R. Luce
EXECUTIVE ASSISTANT....Albert L. Furth
PRESIDENT.....Roy E. Larsen

MANAGING EDITOR
Edward K. Thompson

ASSISTANT MANAGING EDITORS
Philip H. Wootton Jr.
George P. Hunt
Hugh Moffett

John K. Jessup....CHIEF EDITORIAL WRITER
Charles Tudor.....ART DIRECTOR
Joseph Kastner.....COPY EDITOR
Marian A. MacPhail....CHIEF OF RESEARCH
Ray Mackland.....PICTURE EDITOR

SENIOR EDITORS: Donald Bermingham, Gene Farmer, Ralph Graves, William Gray, Kenneth MacLeish, Tom Prideaux, Roy Rowan, Sam Welles.

STAFF WRITERS: Herbert Brean, Roger Butterfield, Robert Coughlan, Frank Gibney, William Miller, Paul O'Neil, John Osborne, Loudon Wainwright, Robert Wallace.

PHOTOGRAPHIC STAFF: Margaret Bourke-White, James Burke, Edward Clark, Ralph Crane, Loomis Dean, John Dominis, Alfred Eisenstaedt, Eliot Elisofon, J. R. Eyerman, N. R. Farbman, Andreas Feininger, Albert Fenn, Fritz Goro, Allan Grant, Yale Joel, Mark Kauffman, Robert W. Kelley, Dmitri Kessel, Nina Leen, Thomas McAvoy, Leonard McCombe, Francis Miller, Ralph Morse, Carl Mydans, Gordon Parks, Michael Rougier, Walter Sanders, Frank J. Scherschel, Joe Scherschel, Paul Schutzer, George Silk, Howard Sochurek, Peter Stackpole, Grey Villet, Hank Walker, Stan Wayman, James Whitmore.

ASSISTANT PICTURE EDITORS: Frank Campion, Lee Eitingon.

FILM EDITORS: Margaret Sargent, Nancy Bragdon, Barbara Brewster.

ASSOCIATE EDITORS: Oliver Allen, John Dille, Mary Hamman, Enno Hobbing, Edward Kern, Sally Kirkland, Mary Leatherbee, Norman Ross, David Scherman, Dorothy Seiberling, Marshall Smith, John Thorne, Keith Wheeler, A. B. C. Whipple, Warren Young.

ASSISTANT EDITORS: David Bergamini, Earl Brown, Mathilde Camacho, Charles Champlin, Robert Drew, Terry Drucker, Timothy Foote, Nancy Genet, Eleanor Graves, Muriel Hall, Monica Horne, Patricia Hunt, Jerry Korn, Philip Kunhardt, Jeanne Le Monnier, James Lipscomb, Paul Mandel, Richard Meryman, Jack Newcombe, Joseph Roddy, Albert Rosenfeld, Irene Saint, John Stanton, Valerie Vondermuhll, Marilyn Wellemeyer.

REPORTERS: Virginia Addison, Elizabeth Baker, Mary Elizabeth Barber, Margaret Bassett, Laura Bell, Richard Billings, Patricia Blake, Robert Brigham, Margery Byers, Mary Cadwalader, Gail Cameron, Vivian Campbell, Barbara Cummiskey, James Delay, Jeanne Dempsey, Beatrice Dobie, Laura Ecker, Charles Elliott, Diana Fetter, Jack Fincher, Tom Flaherty, Joan Gibson, Frances Glennon, Judson Gooding, Kenneth Gouldthorpe, Gerry Gruen, Kathleen Hampton, Terry Harnan, Alicia Hills, Judith Holden, Grayce Horan, Jane Howard, Alix Kerr, Nancy King, Richard Lewis, Harvey Loomis, John MacDonald, David Martin, George McCue, Joann McQuiston, Loretta Nelson, Clara Nicolai, Sheila Osmundsen, William Pain, Betty Patterson, Maya Pines, John Porter, Stanley Price, Henriette Roosenburg, Louise Samuels, Diane Sawyer, Kathleen Shortall, Gregory Shuker, Ruth Silva, Charlotte Smith, Marion Steinmann, Sally Stockum, Jean Strong, Lucy Thomas, Martha Turner, Terry Turner, Alison Wehren, Thomas Wheeler, Margaret Williams.

COPY READERS: Helen Deuell (Chief), Dorothy Illson, Barbara Fuller, Catherine O'Haire, Virginia Sadler, Marguerite Scheips, Suzanne Seixas, Rachel Tuckerman.

LAYOUT: Bernard Quint, David Stech (Associate Art Directors), Margit Varga, Robert Young (Assistant Art Directors), William Gallagher, Hilde Adelsberger, Matt Greene, Earle Kersh, Albert Ketchum, Anthony Sodaro, Richard Valdati, John Woods.

PICTURE BUREAU: Natalie Kosek (Chief), Mary Carr, Betty Doyle, Margaret Goldsmith, Ruth Lester, Maude Milar.

PHOTOGRAPHIC LABORATORY: William J. Sumits (Chief), George Karas.

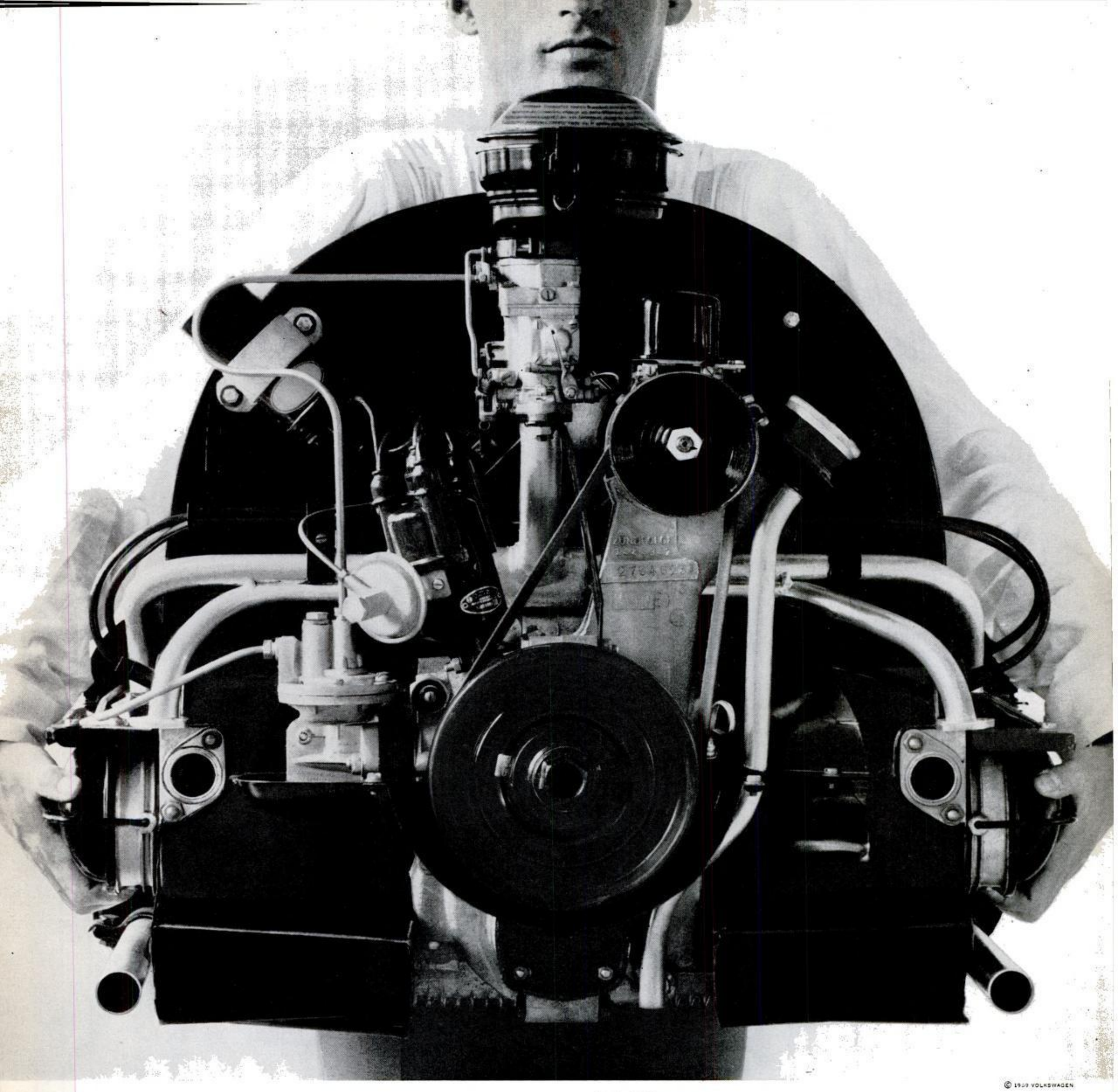
PICTURE LIBRARY: Doris O'Neil (Chief), Joan Norton-Taylor.

U.S. & CANADIAN NEWS SERVICE: James Shepley (Chief), Tom Carmichael, Richard Clurman, Helen Fennell, Marshall Lumsden, Charles Osborne—WASHINGTON: John L. Steele, Donald Wilson, W. K. Goolrick, Patsy Parkin, Norman Ritter, Don Schanche; CHICAGO: Robert Ajemian, Henry Suydam, Jane Estes, John McDermott, Russell Sackett, Don Underwood; LOS ANGELES: Frank McCulloch, John Jenkisson, Shana Alexander, Peter Bunzel, James Goode, Art Seidenbaum, Davis Thomas, David Zeitlin; ATLANTA: Spencer Davidson, Richard Stolley, Robert Mason; BOSTON: Thomas Martin, Paul Welch; DALLAS: Mark Sullivan, Jane Scholl; DENVER: Barron Beshoar, Bayard Hooper; DETROIT: Marshall Berges, Richard Anthony; MIAMI: William Shelton; SAN FRANCISCO: James Truitt, William Trombley; SEATTLE: Wilbur Jarvis; ANCHORAGE: William Smith; OTTAWA: Arthur White, Oliver Clausen; MONTREAL: Harrison Lilly; TORONTO: Kenneth Froslid; CALGARY: Ed Ogle.

FOREIGN NEWS SERVICE: Emmet John Hughes (Chief), John Boyle, George Caturani, Florence McNeil—LONDON: Robert Manning, Richard Pollard, Anne Angus, Ruth Lynam, Robert Morse; PARIS: Frank White, Milton Orshefsky, Will Lang, Gabrielle Smith, David Snell; BONN: John Mecklin, John Mulliken; VIENNA: Dwight Martin; ROME: Walter Guzzardi Jr., Dora Jane Hamblin; RABAT: Stanley Karnow; JOHANNESBURG: Curtis Prendergast; ATHENS: Donald Burke; BEIRUT: William McHale; NEW DELHI: Donald S. Connery; HONG KONG: James Bell, Scot Leavitt; TOKYO: Alexander Campbell; MEXICO CITY: Harvey Rosenhouse; PANAMA: Bruce Henderson; RIO DE JANEIRO: George de Carvalho; BUENOS AIRES: Piero Saporiti; LIMA: Lee Hall.

PUBLISHER.....Andrew Heiskell
GENERAL MANAGER.....Robert T. Elson
ADVERTISING DIRECTOR.....Clay Buckhout

Copyrighted material



© 1969 VOLKSWAGEN

198 lbs.

(why Volkswagen's aluminum engine is still years ahead of its time)

Dead weight in an engine is the enemy of efficiency.

That's why airplane engines are made of aluminum. Why Volkswagen's engine is ingeniously cast of aluminum and magnesium alloys (even lighter than aluminum).

Volkswagen reduces dead weight in still other ways. The engine is air-cooled — no bulky radiator. (No water to freeze in winter, or boil over in summer.) And placing the engine in the back gets rid of the conventional heavy driveshaft while giving direct power to the wheels. (In mud, sand, ice, snow, where other cars skid, you go.)

As a result, the Volkswagen engine weighs only 198 lbs. and every pound works. You get an honest 32 miles to the gallon (regular gas, regular driving) and will probably never need oil between changes. And the engine is so efficient, top and cruising speeds are the same. You can go 70 mph without strain, all day long.

These are some of the reasons a used VW is worth almost as much as a new one. Your VW dealer will show you the others.

Copyrighted material

BROWN
SHOE COMPANY

Quality at your feet

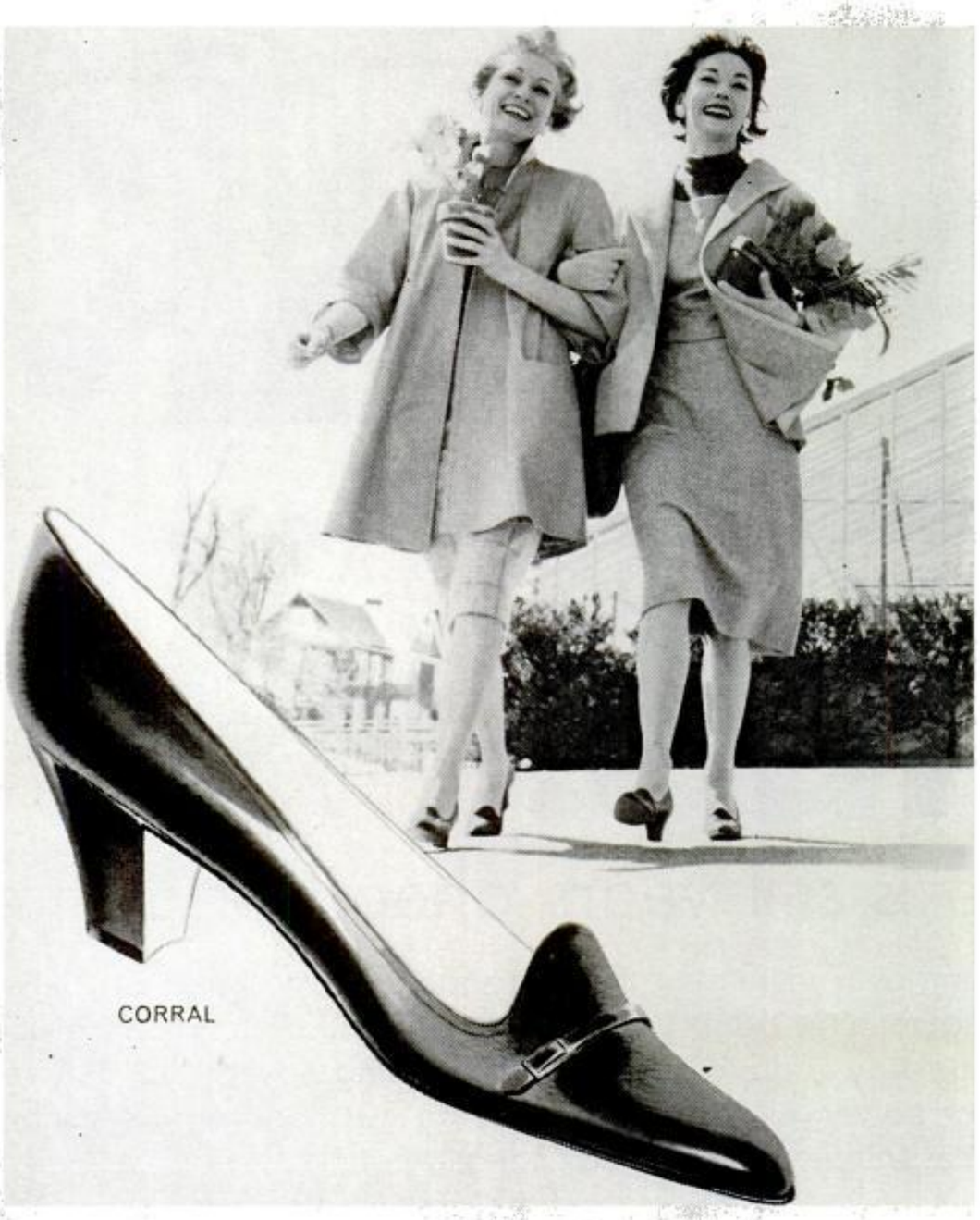
These new Air Step Shoes for fall make fashion so easy to wear...

They're superlatively soft, light and flexible, with a special last that hugs the heel and frees the foot... There are new Air Steps to match all of autumn's moods, shoes that will carry you buoyantly through your busiest days.



SONNET

If activity is your kind of living, *Air Step*® is



CORRAL



PURITAN

Copyrighted Material



DONNA

your kind of shoe

Shoes illustrated, **12.99 to 14.99**
Other styles, 8.99 to 14.99
HIGHER DENVER WEST
and CANADA



TURK

These stores have the new Air Steps:

ALABAMA

ANDALUSIA — Turner's
ANNISTON — Woodruff's
ATHENS — Sharp & Killer
BESSEMER — Sokol's
BIRMINGHAM — Guarantee Shoe Co.; Peters & Sikes Shoes
DOTHAN — Blumberg's
ENSLEY — Goldstein & Cohen
FLORENCE — Florence Shoe Co.
GADSDEN — McCuen Shoe Store
HOMEWOOD — Peters & Sikes Shoes
HUNTSVILLE — Dunnavants
MOBILE — Hammel's
SHEFFIELD — Foote's Shoe Store
TUSCALOOSA — Wagner's Shoe Store

CONNECTICUT

ANSONIA — Marvin's
BRISTOL — Drill Shoes
CANAAN — Roger's Shoe Store
DANIELSON — Lord's Shoe Store
HARTFORD — Church's Shoes; Albert Steiger, Inc.
MANCHESTER — Gustafson's Shoe Store; Bernard Kofsky (Parkade)
MERIDEN — Manning-Conwell
MIDDLETOWN — J. Poliner & Sons
MILFORD — Belmont Shoes
NEW BRITAIN — Manning-Armstrong; Raphael's Dept. Store
NEW HAVEN — Gordon's Shoes; Edward Malley Company
NEW LONDON — Prague's Shoes; Savard Bros., Inc.
STAMFORD — Mayfair Shoes
TORRINGTON — Howard's
WALLINGFORD — Sprafke's Shoe Store
WATERBURY — Hertzmark's
WEST HARTFORD — Bernard Kofsky

DELAWARE

DOVER — Ettenger's
GEORGETOWN — Braun's
WILMINGTON — The Bootery; Carl Cobin Shoes; Strawbridge & Clothier

DISTRICT OF COLUMBIA

WASHINGTON, D. C. — Lansburgh's; Town & Casual Shoes; Woodward & Lothrop

FLORIDA

BRADENTON — Belk-Lindsey (Cortez Plaza)
CLEARWATER — Montgomery-Roberts; Carlton's Shoe Store
CORAL GABLES — Belk's Department Store; The Bootery
DELRAY BEACH — Vince Canning Shoes
JACKSONVILLE — Hostetter's Shoe Store; Levy's
MELBOURNE — Belk-Lindsey
MIAMI — Belk's Department Store; Cowen's
ORLANDO — Belk's; Walk Over Shoes
PENSACOLA — Cindy's Shoe Salon
ST. PETERSBURG — Wm. Henry Dept. Store (Central Plaza)
SARASOTA — Montgomery-Roberts
TALLAHASSEE — Strickland's
TITUSVILLE — Belk-Lindsey
WEST PALM BEACH — Selby's of West Palm Beach

GEORGIA

ATLANTA — Davison-Paxon; Geo. Muse Co., 552 Peachtree St.; Geo. Muse Co., 630 Peachtree St.
AUGUSTA — Belk's (Downtown); Belk's (Daniel Village)
BRUNSWICK — Whilden's Shoe Store
DALTON — Smith's Brownbilt
DECATUR — Belk-Gallant Co.
MACON — Burden-Smith & Co.
MOULTRIE — Lipsey's
ROME — Poplin's Central
ROSSVILLE — The Jo-Ann
SAVANNAH — Hogan's; Kassels
STATESBORO — Favorite Shoe Store, Inc.

KENTUCKY

BOWLING GREEN — Adam's Shoe Store
LEXINGTON — B. B. Smith
LOUISVILLE — Kaufman-Straus Co.; Harold Smith Shoes
MAYSVILLE — Reliable Shoe Store

MAINE

AUGUSTA — Lamey-Wellehan
BANGOR — Standard Shoe Store
CALAIS — Trimble Bros.
MADAWASKA — Morrell's Shoes
OLD TOWN — Ben Sklar
PORTLAND — Porteous Mitchell & Braun Co.

MARYLAND

BALTIMORE — Hutzlers (All Stores)
CUMBERLAND — Shinnamon's
EASTON — Hess Apparel
HAGERSTOWN — Alan's Shoes at Fleishers
SALISBURY — Hess Apparel
SILVER SPRING — Town & Casual Shoes

MASSACHUSETTS

ARLINGTON — Emerson's Shoes
ATHOL — J. Garbose, Inc.
ATTLEBORO — Sillman's Shoe Store
BOSTON — Jordan Marsh Company
BROCKTON — Edgar's Dept. Store
CAMBRIDGE — Touraine's
FALL RIVER — Mongeau Shoe Stores, Inc.
FRAMINGHAM — Jordan Marsh Company; Charles Panza Shoes
HOLYOKE — Ed. Moriarty's Family Shoe Store
HYANNIS — John Bright Shoes
LAWRENCE — Daniels Shoes & Sportswear
LEOMINSTER — Jack's, Inc.
LOWELL — Pollards
LYNN — Dalton's Shoes; Rooks
MALDEN — Jordan Marsh Company
MAYNARD — Bearls
NORWOOD — Regan's Shoe Corner
PEABODY — Jordan Marsh Company
PITTSFIELD — Textile Store
SALEM — Edwards
SOUTHBRIDGE — David Lenti
SPRINGFIELD — Burnam's Shoe Dept.; Pearless Co.
TAUNTON — John Bright Shoes
WAKEFIELD — Musinsky's
WALTHAM — Brooks Shoes
WELLESLEY — Touraine's
WESTFIELD — Ed. Moriarty's Family Shoe Store
WORCESTER — Marcus Company

MISSISSIPPI

AMORY — Gilmore Shoe Store
BATESVILLE — Shackeroff's
JACKSON — Kennington Co.
McCOMB — Vest's Shoe Store
NATCHEZ — James J. Cole Co., Inc.

NEW HAMPSHIRE

FRANKLIN — Healey's
LITTLETON — Carleton's Shoe Store
MANCHESTER — Pariseaus; Quality Shoe Store
NASHUA — Lampron's Shoe Store

NEW JERSEY

ASBURY PARK — Tepper's
BAYONNE — Rand Shoe Store
BERGENFIELD — Florence Shop Shoe Dept.; Roberts
BLOOMFIELD — Liptons
EAST ORANGE — Kresge-Newark; Muir's Department Store; Suburbanite
HACKENSACK — B & H Shoe Shop; R. C. Burton
HADDONFIELD — Ricci's
IRVINGTON — Walken Shoes
JERSEY CITY — Danny Mack
LINDEN — Babgold Shoes
MAPLEWOOD — Community
NEWARK — Arnold's; Kresge-Newark
NEW BRUNSWICK — Niederman's Shoes
PATERSON — Quackenbush
PERTH AMBOY — Slobodien Shoes
PLAINFIELD — Vogue Shoe Shop
PRINCETON — Hulit's
RUTHERFORD — Correct Shoe
SOMERVILLE — Step Rite
TRENTON — Yards
UNION — Wearite

NEW YORK

ALBANY — Corbat's Boot Shop; Wm. Whitney Co.
AMSTERDAM — Lumart Shoe Store
AUBURN — Nolan's Shoe Store
BATAVIA — Thomas & Dwyer
BINGHAMTON — Sisson's
BRONX — Catania; Park Hill
BROOKLYN — Livingston Footwear; Tread Life
BUFFALO — Adam, Meldrum & Anderson Co.; Butlers Hertel Brown Bilt; Eastwood's; Johnsons Bootery; The Sample Shop
CANTON — Noble Shoe Store
CHEEKTOWAGA — Adam, Meldrum & Anderson Co.; The Sample Shop
COOPERSTOWN — Van's Shoe Shop
CORNING — J. L. Clark Shoes
CORTLAND — Olds & Fulmer
EGGERTSVILLE — Adam, Meldrum & Anderson Co.
ELMIRA — Gosper-Kelly, Inc.; S. F. Iszard Co.
ENDICOTT — Ken's Shoes
GLENS FALLS — Van The Shoeman
GLOVERSVILLE — Argersinger & Sons Dept. Store
HAMBURG — Emerling Shoe Store
HUDSON — Siegel & Sons
HUNTINGTON — Stillmans
ITHACA — Van's Shoes
JACKSON HEIGHTS — Malben Shoes; Pollock's Shoes, Inc.
JAMAICA — Green Shoes
JAMESTOWN — Brownbilt Shoe Store
KINGSTON — Rowes Shoes
LACKAWANNA — Adam, Meldrum & Anderson Co.
MASSENA — Levine's
NEW ROCHELLE — The French Boot Shop
NEW YORK — Davis Shoe Shop; Footsaver Shoes; Foot-Step Building; John St. Treadeasy; Kay-Bob Shoe Co., Inc.; Pollock's Shoes, Inc.; Robert's Well Fit Shoes, Inc.; Selby Fifth Ave.; Tip Top Shoes; Town Shoes Fifth Ave.—Stetson Shop; John Wanamaker (Liberty St.)
NIAGARA FALLS — White's Shoes
NORWICH — Urlwin's Shoes
OGDENSBURG — Milia's Shoe Store
ONEONTA — Bresee's Oneonta Dept. Store
PATCHOGUE — The Bee Hive
PEEKSKILL — Pisani Brothers, Inc.
ROCHESTER — G. Bareis; Culver Shoes; Eastwood's; E. W. Edwards & Son; Schmanke's
SARANAC LAKE — Parnell Shoe Salon
SARATOGA SPRINGS — Rowes Shoes
SCHENECTADY — Wallace's
SENECA FALLS — Nolan's Shoe Store
SYRACUSE — E. W. Edwards & Son; Elkins Bros.; Park Brannock
TONAWANDA — Adam, Meldrum & Anderson Co.
UTICA — The Shoe Box
WATERTOWN — Sidney Miller Shoes
WATKINS GLEN — Hughey Boot Shop
WHITE PLAINS — Lazar's Shoe Store
YONKERS — Hannigan's

NORTH CAROLINA

BURLINGTON — Sellar's
CAMERON VILLAGE — Brittain's c/o Boylan Pearce
CHARLOTTE — Brittain's-Park Road, Inc.; Brittain's of Charlotte, Inc.
DURHAM — Ellis Stone
GASTONIA — Matthews-Belk Co.
GREENSBORO — Ellis-Stone
KINGSTON — Parker & Stewart
ROANOKE RAPIDS — Slipper Shoppe
SALISBURY — Phil's Shoes
SANFORD — The Bootery
WILMINGTON — Su Ann Shoe Store
WINSTON-SALEM — Brittain's, Inc., c/o Arcade Fashion Shop

PENNSYLVANIA

ALLENTOWN — Wetherhold & Metzger Uptown Shoes
ALIQUIPPA — Jackson's Shoe Stores
AMBRIDGE — Jackson's Shoe Stores
ARDMORE — Ettinger's Shoe Store; Strawbridge & Clothier
BADEN — Jackson's Shoe Stores
BEAVER FALLS — Jackson's Shoe Stores
BELLEFONTE — Yeager's
BELLEVILLE — Bishop Shoe Store
BERWICK — Sharping's Shoe Store
BETHLEHEM — Orr's Dept. Store
BLOOMSBURG — Sharping's Shoe Store
BRADDOCK — Kramer's Shoe Store
BUTLER — Goodman Bootery; Teeks Fine Shoes
CANONSBURG — Jackson's Shoe Stores
CARBONDALE — Lilje Shoe Store
CARNEGIE — Zinamon Bootery
CHAMBERSBURG — Fraver's Shoe Store
CHARLEROI — Miller's Fashions; Union Shoe Store
CHESTER — Rodger's
CLARION — Crooks' Shoes
CLEARFIELD — Shugart's Shoes
COATSVILLE — Hershey's Shoe Store
CONNELLSVILLE — Wright's Shoes
CORAOPOLIS — Jackson's Shoe Stores
DARBY — Darby Shoe Store
DONORA — Boston Shoe Store
DORMONT — Tritsch's Shoe Stores
DOYLESTOWN — Don Sands Shoe Store
DUQUESNE — Karen's Shoe Store
EASTON — Orr's Dept. Store; Sigal's
ELLWOOD CITY — Jackson's Shoe Stores
EPHRATA — Mitchell & Ruth
ERIE — Trask's
GETTYSBURG — The Shoe Box
GLASSPORT — Miller's Shoe Store
GREENSBURG — Kamps Shoe Stores
GROVE CITY — King's Shoe Store
HANOVER — Strine's Shoe Store
HARRISBURG — Cantor's Shoe Store
HATBORO — Santerian's Dept. Store
HAVERFORD — Steigerwatts
HAZLETON — Bon Ton Dept. Store
HOLLIDAYSBURG — Lasser's Shoe Store
HOMESTEAD — Gold's Shoes, Inc.
HUNTINGDON — Heydrick's
IRWIN — Jackson's Shoe Store
JEANNETTE — Karl's Shoe Store
JENKINTOWN — Fel-Mode Shoe Store; Strawbrdge & Clothier
JOHNSTON — Klines
KANE — Hub Shoe Co., Inc.
KITTANNING — Kamps Shoe Stores
LANCASTER — Arrow Shoe Store
LATROBE — Kamps Shoe Stores
LEBANON — M. Bratton Quality Shoes
LEVITTOWN — Yards
LEWISTOWN — McMeen's Department Store
McKEESPORT — Richard's Shoe Store
MILLHEIM — Nieman's
MORRISVILLE — Sweet's Shoe Shop
MT. OLIVE — Bishop Shoe Store
MT. PLEASANT — Alex A. Ghantous
NEW CASTLE — Teeks Fine Shoes
NEW KENSINGTON — Miller Bros. Shoe Store
NORRISTOWN — Block's; Brockton Shoe Store
OIL CITY — Welker and Maxwell Co.
PAOLI — Marwyn's Shoe Store
PHILADELPHIA — Fel-Style Shoe Store; Foot Step Shoes; C. A. Rowell; Strawbridge & Clothier; Towne Shoes, Inc.
PITTSBURGH — Kaufmans; Kirby's Shoe Store (North Hills Village)
POTTSTOWN — Paul's Bootery
POTTSVILLE — Ben Gittleman
PUNXSUTAWNEY — Harl's
READING — Paul's Fine Shoes; C. K. Whitner
SCRANTON — Cleland Simpson Co.—The Globe Store
SOMERSET — Kamps Shoe Stores
STROUDSBURG — Donald's Shoe Store
SUNBURY — Koval's Bootery
TARENTUM — Tritsch's Shoe Stores
UNION CITY — Clark's Shoe Store
UNIONTOWN — Freeman's Shoes
WASHINGTON — The Caldwell Store; Teeks Fine Shoes
WAYNE — Steigerwatts
WEST CHESTER — Mosteller's Dept. Store
WILKES-BARRE — Fowler, Dick & Walker (Boston Store)
WILKINSBURG — Tritsch's Shoe Stores
WILLIAMSPORT — L. L. Stearns & Sons
WILLOW GROVE — Oppenheim Collins
YORK — The Bon Ton Dept. Store; Hammond's Shoe Store

RHODE ISLAND

CRANSTON — Park Shoe Store
EAST GREENWICH — Silverman's Shoes
PAWTUCKET — David Harley Co., Inc.
PROVIDENCE — The Outlet Company
WARWICK — Park Shoe Store
WEST WARWICK — Peters
WOONSOCKET — Mongeau Shoe Stores, Inc.

SOUTH CAROLINA

ANDERSON — Gene Anderson's
CHARLESTON — French Boot Shop
COLUMBIA — Belk's Department Store
GREENVILLE — Belk-Simpson Co.
SUMTER — Belk-Stroman

TENNESSEE

DYERBURG — Acred Shoe Store
JACKSON — Stegall Shoe Store
KINGSPORT — Harrison's Bootery
KNOXVILLE — Beeler's Bootery
LEBANON — Kirkpatrick's
McMINNVILLE — Wilsons Brownbilt Shoes
MEMPHIS — Gerber's Dept. Store
NASHVILLE — Harvey's
OAK RIDGE — The Bootery
SPARTA — King's Dept. Store

VERMONT

BENNINGTON — Dragon's Shoe Store
BURLINGTON — Jan's Famous Shoes
RUTLAND — Chas. Sterns & Co.

VIRGINIA

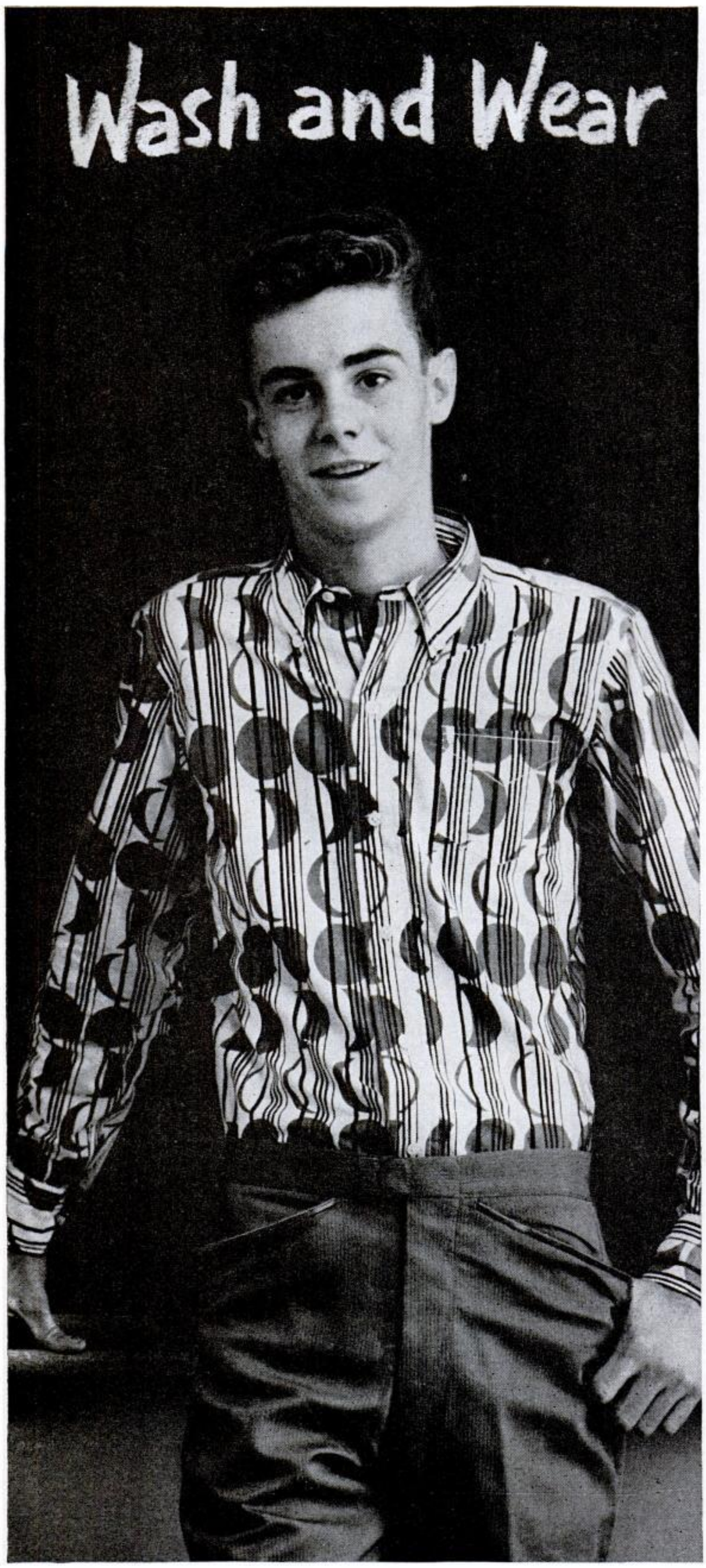
BEDFORD — Leggetts
BUENA VISTA — Valley Dept. Store
COVINGTON — Covington Dept. Store
DANVILLE — Johnson's Dept. Store
FRONT ROYAL — Weavers
HAMPTON — The Shoe Box
LEXINGTON — Adair-Hutton
NARROWS — Coburn's Dept. Store
NORFOLK — Montagna's, Inc. (3 stores)
ORANGE — May-Rudasill Co.
PORTSMOUTH — Montagnas
RADFORD — Leggetts
RICHMOND — Miller-Rhoads
ROANOKE — N. W. Pugh Co.
SHIRLINGTON — Lansburgh's
WARRENTON — Grayson's
WAYNESBORO — Whites Fashion Center

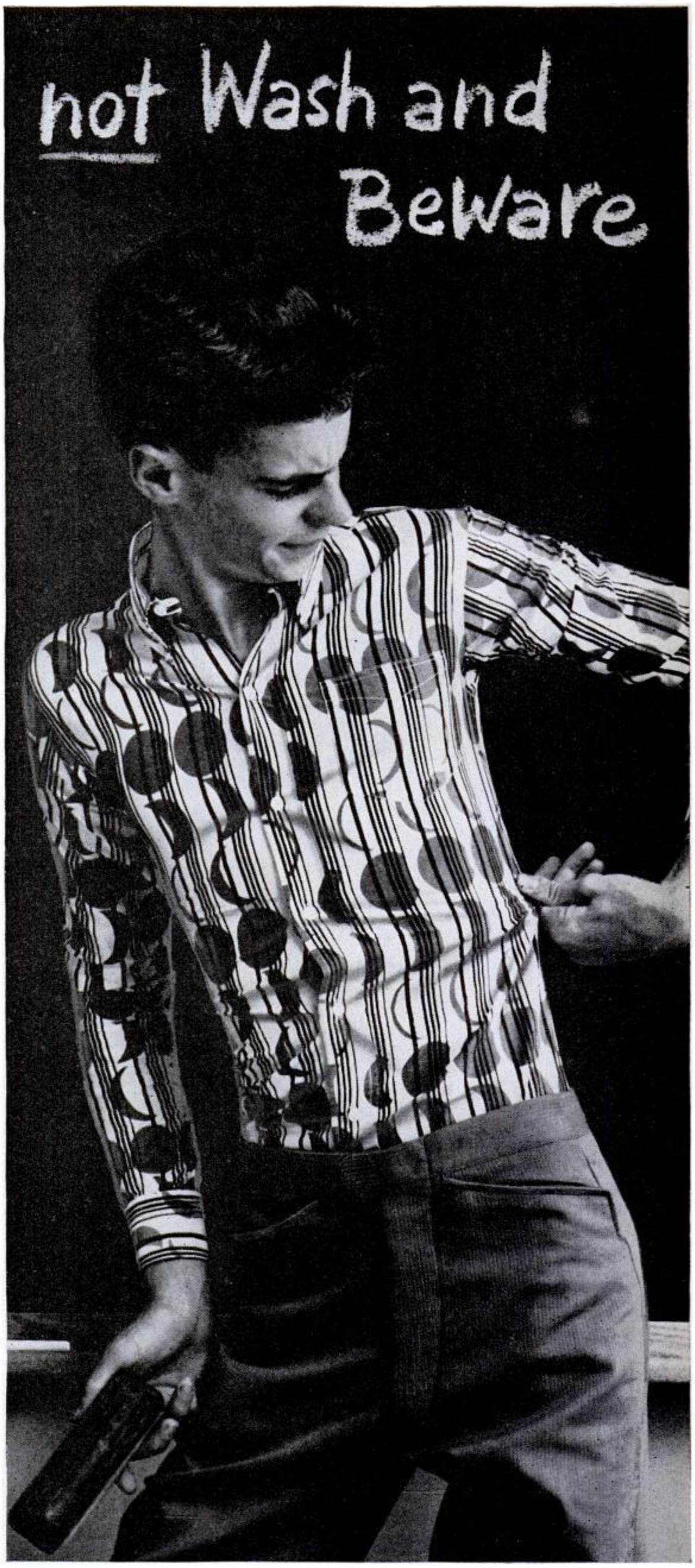
WEST VIRGINIA

BLUEFIELD — The Thornton Co.
CHARLESTON — Coyle & Richardson
FAIRMONT — Martin's Booterie
HUNTINGTON — Anderson-Newcomb
PARKERSBURG — Smiths Shoe Store
WHEELING — Hornes

Air Step Division, Brown Shoe Company, St. Louis.
Also manufactured in Canada by Scott Shoe Company, Ltd., Galt, Ontario

Copyrighted material





"Sanforized" wash-and-wear won't shrink out of fit no matter how (or how often) you wash it. That's the way real wash-and-wear should behave . . . *and always will behave* if it bears the "Sanforized" label.

No "Sanforized" label here. A boy's wash-and-wear sport shirt *can* shrink two whole sizes. Then it's wash-*and-beware*. Always look for the "Sanforized" label on wash-and-wear as you do on other cottons.

CLUETT, PEABODY & CO., INC. PERMITS USE OF ITS TRADEMARK "SANFORIZED", ADOPTED IN 1930, ONLY ON FABRICS WHICH MEET THIS COMPANY'S RIGID SHRINKAGE REQUIREMENTS. FABRICS BEARING THE TRADEMARK "SANFORIZED" WILL NOT SHRINK MORE THAN 1% BY THE GOVERNMENT'S STANDARD TEST.

•SANFORIZED•
TRADE ® MARK

Copyrighted material

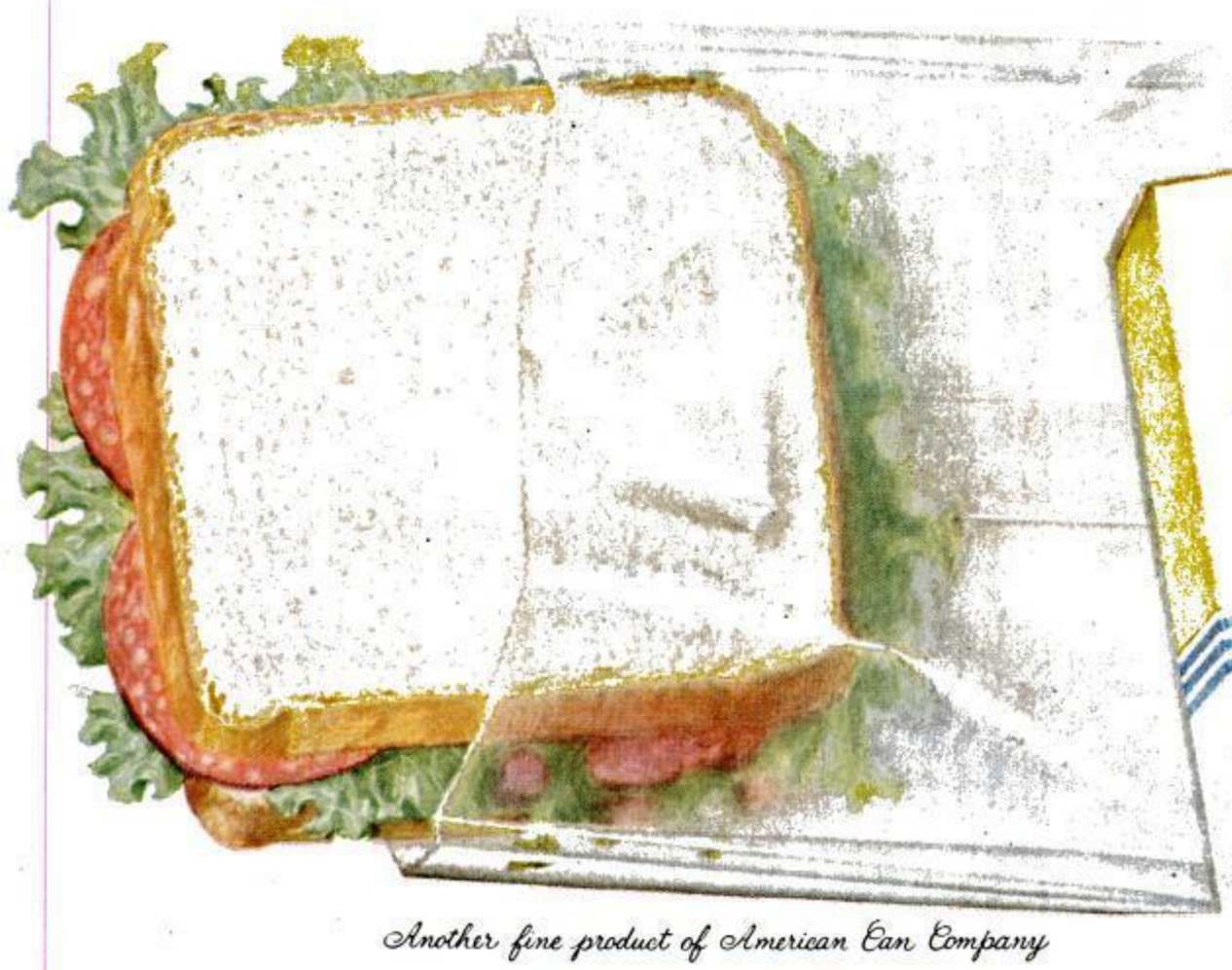


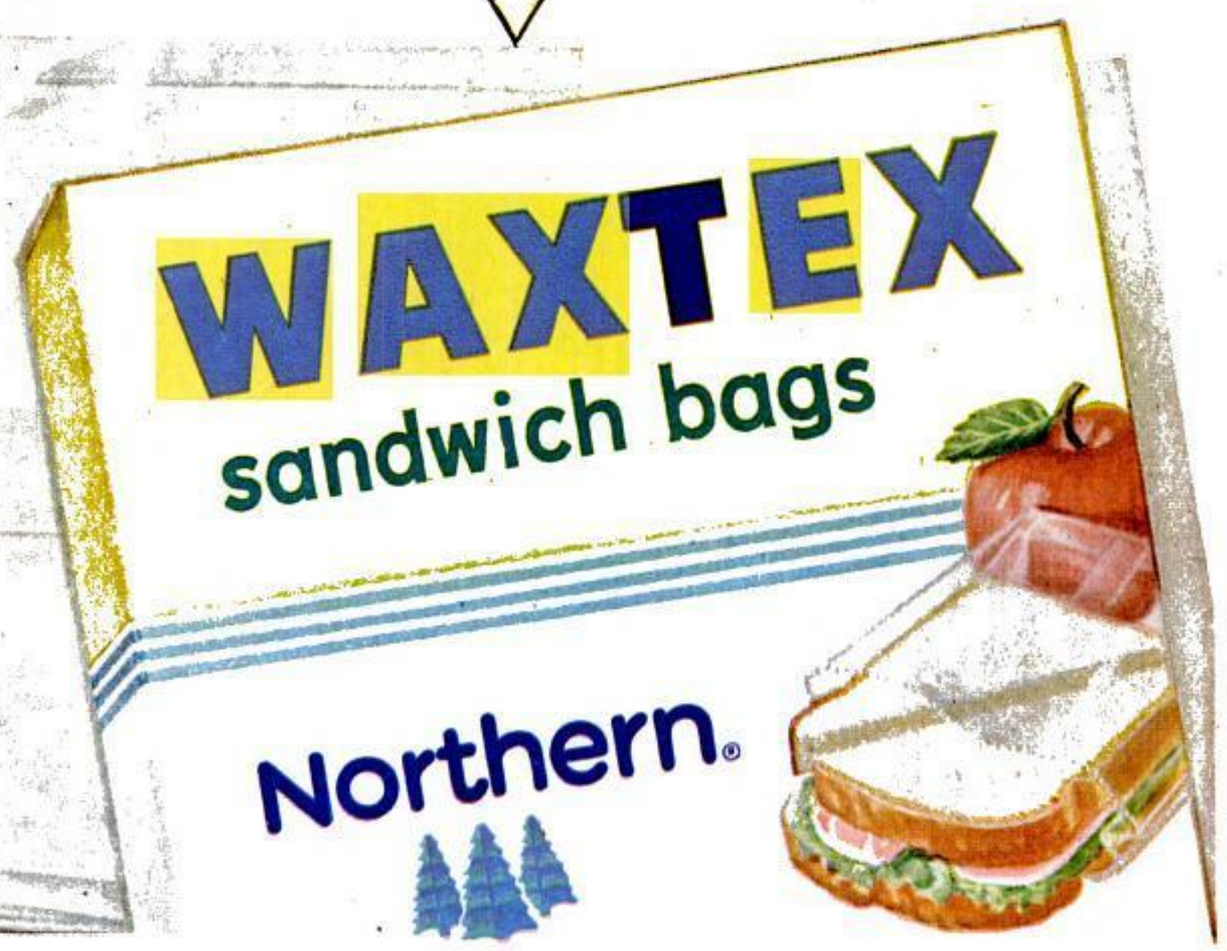
THE OVERNIGHT SENSATION THAT KEEPS TODAY'S FOODS FRESH TOMORROW

... it's inner-waxed

WAXTEX comes in the roll that can't fall out of the box, and

—the same fine WAXTEX comes in handy sandwich bags, too!

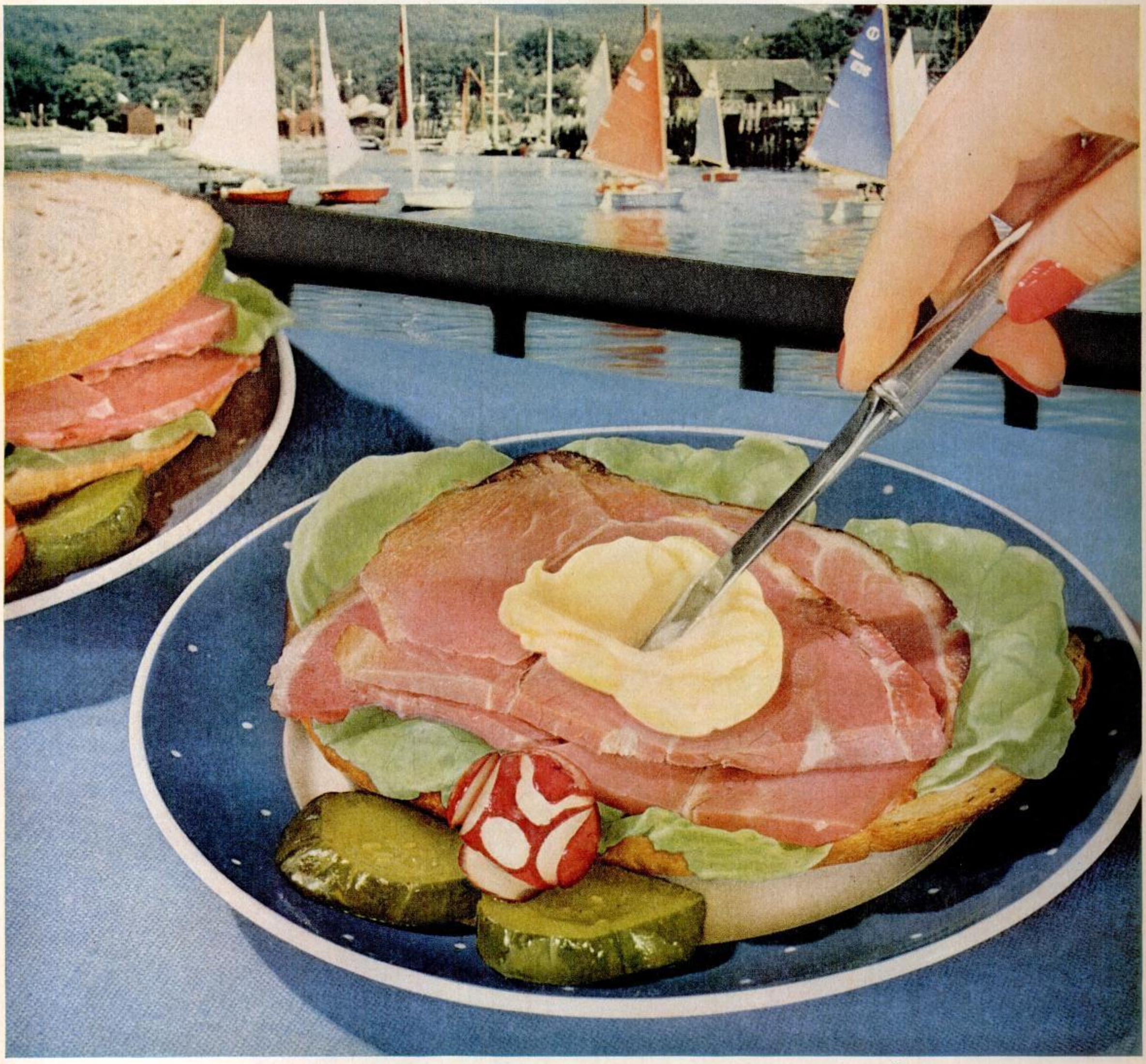




Another fine product of American Can Company

Copyrighted material

This is no place for "second-best"...



this is the place for HELLMANNS

(it's real mayonnaise!)

Cold, sliced ham sandwiches . . . never so good as with Hellmann's®, the mayonnaise so full-bodied and creamy, it keeps all sandwiches fresh-tasting longer. Use Hellmann's just as it comes from the jar . . . or in these tempting new variations.

HAM 'N CHEESE SANDWICH: Spread bread with mixture of ¼ cup grated American cheese and ½ cup smooth-blending Hellmann's Real Mayonnaise.

HAM 'N EGG SANDWICH: Combine 1 hard cooked egg, chopped—with ½ cup Hellmann's. It's the creamy-smooth mayonnaise America likes best.



Flavor-fresh, smooth and light... Famous for whole eggs—

Copyrighted material

21 inch

21" overall diagonal
262 square inches

23 inch

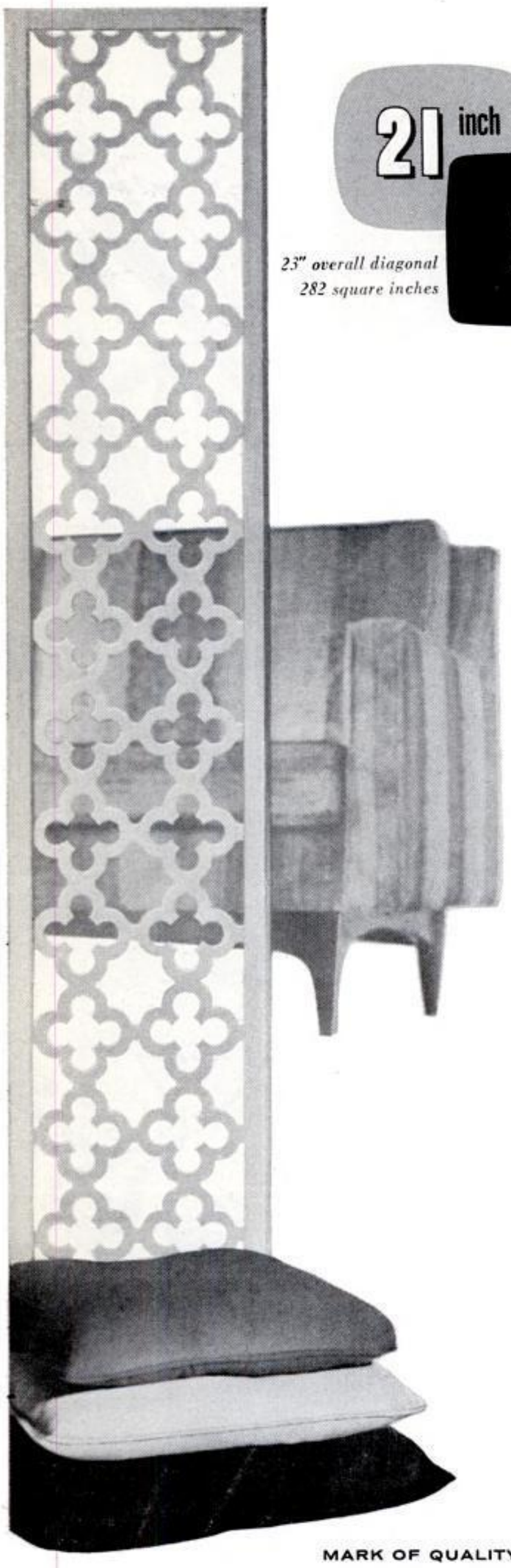
23" overall diagonal
282 square inches

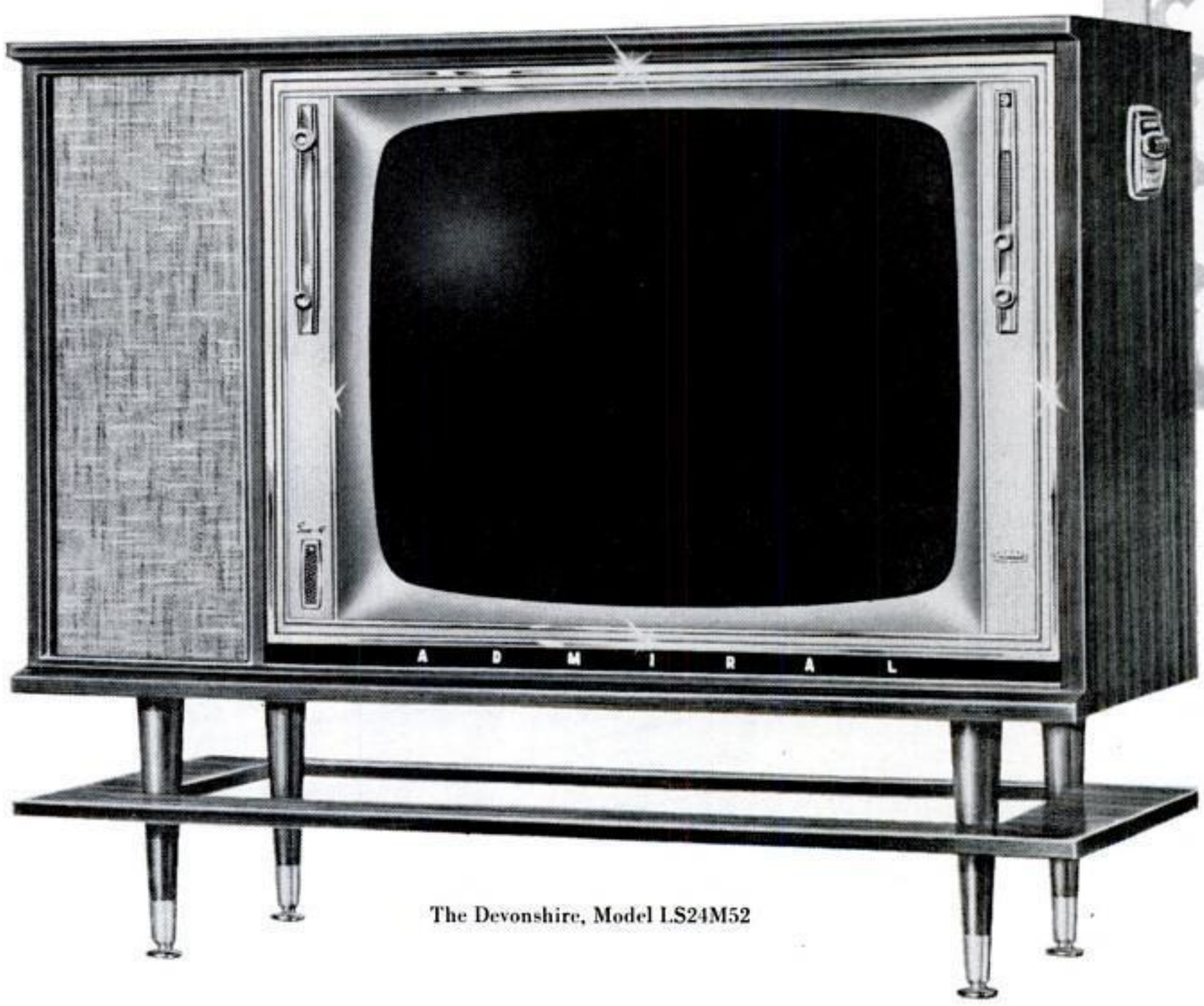
New Picture Size!

New Picture Shape!

New Picture Realness!

and new
SON-R wireless remote control





The Devonshire, Model LS24M52

MARK OF QUALITY THROUGHOUT THE WORLD

ADMIRAL

ANNOUNCING NEW 1960 ADMIRAL WIDE ANGLE 23 INCH TV*

The first TV with squared corners like a movie screen! Now see all the picture the stations send out—20 square inches more than 21-inch TV in a cabinet *slimmer than ever before.*

This brilliant new Admiral picture tube was especially created to bring new clarity and brilliance never before possible on a TV screen. There is no external plastic or glass plate in front of the tube to dim the picture, catch dirt and reflections. An optic filtered safety-glass is *lifetime-sealed* to the picture tube. Ends dirt and reflection headaches forever! And, unlike old-fashioned TV, the picture is *not* recessed four inches back in the cabinet. It's right out front. Now for the first time you can see the entire picture from anywhere in the room.

New Admiral SON-R wireless remote control, too. No cords, transistors or batteries. Ultrasonic sound turns TV on-off, changes channels in either direction, adjusts volume to four levels. All this plus a *5-year written warranty* on Admiral's Etched Circuit boards. They eliminate 105 potential trouble spots found in ordinary TV. See 1960 Admiral today.

*New picture tube, overall diagonal, 282 sq. in. viewable area



Admiral MARK OF QUALITY THROUGHOUT THE WORLD — SILVER 25 ANNIVERSARY 1934-1959

Admiral® Sold in 90 countries... Manufactured in the U.S.A., Argentina, Australia, Brazil, Canada, Italy, Mexico, Philippines, and Uruguay. Admiral Corp., Chicago 47, Ill., and Port Credit, Canada.

Copyrighted material

DINOSAUR AT ITS DIGGINGS

The giant earth mover dwarfed a bulldozer (*left*) and gobbled up 5,250 tons of earth an hour. In its first year of operation the Kolbe Excavator—here clearing away overburden from a coal strip near Canton, Ill.—digested in six months what it would take a normal power shovel a year to remove. Designed by the United Electric Coal Companies, it cost $3,000,000 to build and is the biggest of its kind in the U.S. To Photographer Stan Wayman, crouching on the ground, it seemed more monster than machine as it wheeled on its 45-foot-diameter turntable and bit into the bank. The excavator, stretching 420 feet from shovel to chute, will have to be taken apart before it can move to a new site. Once its three operators have started it, it eats up the bare ground with only a slight maneuvering of its huge jaw, as indifferent to man as a mechanical dinosaur could be.

Copyrighted material



Copyrighted material

LETTERS TO THE EDITORS

OLD AGE: PART IV

Sirs:

I have just finished the final instalment of LIFE's old age series ("Unnecessary Fate of the Old and Sick," LIFE, Aug. 3) and I want to congratulate you on a superlative job. Such graphic appraisals showing the interrelated social, economic and health problems provide added stimulus to further efforts to meet the needs of our growing aged population.

LOUIS M. ORR, M.D.
President

American Medical Association
Chicago, Ill.

Sirs:

Your series on old age has done much to remind the nation of the largely neglected problems facing our older citizens. As chairman of the Senate Subcommittee on Problems of the Aged and Aging, I have learned the magnitude of these problems. Unfortunately, the answers do not primarily lie in travel or civic work. These can only follow after the elementary requirements of housing, food and medical care have been met.

Our subcommittee represents a major congressional effort to determine the nature and extent of the problems of older persons. We plan to submit recommendations to Congress within the near future.

PAT MCNAMARA

Washington, D.C.

Sirs:

Your articles will prove invaluable to us in our constant endeavor to raise the standards of geriatric care in the nation's institutions.

RICHARD B. BAUER
Executive Director

National Geriatrics Society
Philadelphia, Pa.

Sirs:

When I looked at the pictures of the pitiful old ladies, suddenly I remembered the inscription on an old flat-top grave in the churchyard at Deals Island on the eastern shore of Maryland.

"Come, my friends as you pass by
Behold the place where I do lie
As you are now, so once was I
Remember, you are born to die."

GLADYS H. MADDOX

Salisbury, Md.

Sirs:

I've yet to read a straight-out statement in the old age series that having old people whom you love live with you is a privilege.

HENRY M. STEBBINS

Winchester, Va.

THAT FAMOUS DEBATE

Sirs:

Your presentation of the Khrushchev-Nixon debate was out of this world ("That Famous Debate in Close-up Pictures," LIFE, Aug. 3). The pictures brought home a meaning that no words could describe. Perhaps the wish of millions that the leaders of the warring nations slug it out in some kind of ring instead of killing millions of young men has become a reality.

ARTHUR GUY MATHEWS

Little Neck, N.Y.

Please address all correspondence concerning LIFE's editorial and advertising contents to: LIFE, 9 Rockefeller Plaza, New York 20, N.Y.

Subscription Service: J. Edward King, Genl. Mgr. Mail subscription orders, correspondence and instructions for change of address to:

LIFE SUBSCRIPTION SERVICE
540 N. Michigan Avenue
Chicago 11, Illinois

Change of Address: Send old address (exactly as imprinted on mailing label of your copy of LIFE) and new address (with zone number if any)—allow three weeks for change-over.

Time Inc. also publishes TIME, FORTUNE, SPORTS ILLUSTRATED, ARCHITECTURAL FORUM and HOUSE & HOME. Chairman, Maurice T. Moore; President, Roy E. Larsen; Executive Vice President for Publishing, Howard Black; Executive Vice President and Treasurer, Charles L. Stillman; Vice President and Secretary, D. W. Brumbaugh; Vice Presidents, Edgar R. Baker, Bernard Barnes, Clay Buckhout, Arnold W. Carlson, Allen Grover, Andrew Heiskell, C. D. Jackson, J. Edward King, James A. Linen, Ralph D. Paine, Jr., P. I. Prentice, Weston C. Pullen, Jr.; Comptroller and Assistant Secretary, John F. Harvey.

FASHION

Sirs:

Man, what's with this jazz about "Real Gone Garb for Fall, Beat but Neat" (LIFE, Aug. 3)? This is for the squares. Beats are nonconformists but with these beatknits you make conformists out of them.

PHILIP ALOTTA

Lodi, N.J.

Sirs:

I'm absolutely positive that the male beatnik, trumpet in hand, is none other than Shorty Rogers, the great West Coast trumpeter.

MARGO NASH

New York, N.Y.



BEARDLESS TRUMPETER

● You are right. It is Shorty Rogers, shown above without his beard.—ED.

IRAQ

Sirs:

Your article "Iraq's 'Sole Leader' and his Shaky State" (LIFE, Aug. 3) was extremely interesting and informative. More Americans should read it to understand the tension and importance of the Middle East to the free world.

JAMES T. CONNELLY JR.

Holbrook, Mass.

CHAOS IN CUBA

Sirs:

The article "Cuba Looks Down the Road to Chaos" (LIFE, Aug. 3) by Thomas Dozier paints a perfect picture in my mind of big business pouting. Whenever a country does not accept our way of doing things, we label it as ignorant, savage and "Communist."

I do not know whether Mr. Castro is right or wrong, but after all, Cuba is a free nation and we have no authority whatsoever to dictate to her.

HAZEL M. WHITE

Kansas City, Mo.

Sirs:

I was happy to read your story because it portrayed the heartache of my people in getting rid of a dictator and building up another. Our revolution has not been fought to keep one class in power but to restore the habeas corpus, the right to vote and the civil liberties which Batista denied us. Your article will hurt but it will spotlight the weakness in our revolution.

ELENA AMOS

Columbus, Ga.

THE KINGSTON TRIO

Sirs:

As one of the few teen-agers not moved to ecstasy by rock'n'roll, I am glad to see that a large majority of the American public, including, amazingly enough, parents, enjoys the Kingston Trio ("A Trio in Tune Makes the Top," LIFE, Aug. 3), one of the few popular groups that sounds human and intelligible.

JEREMY S. WOOD

Andover, Mass.

Sirs:

The cover couldn't have been cuter—but then look at the subject matter. The boys looked so collegiate and stable. It's refreshing to know that one doesn't have to be a juvenile delinquent type to be a success in records.

VICTORY VAN DYCK

Austin, Texas

Sirs:

Because he was one of the brightest in the class, Dave Guard was listed in the class prophecy of the sixth grade of Lincoln School in Honolulu as "the scientist who carried on Luther Burbank's work by crossing the papaya and the lemon, producing the delectable lempaya." Having sat next to him in class, I never dreamed I'd be reading about him in LIFE.

SHIRLEY TANI MIYAMOTO

El Paso, Texas

● Dave admits that he had forgotten all about his fame as a budding Burbank. He does remember Shirley as the brightest girl in his class.—ED.

EDITORIAL

Sirs:

Your editorial on the national Hoffa disgrace ("Danger: Hoffa Man at Work," LIFE, July 27) was as logical as it was courageous. A few senators and congressmen may honestly think no laws are needed to control the racketeers who have infiltrated unions, but those who would perpetuate this cancer on honest labor ought to be impeached for their cowardice, more politely called political opportunism.

P. THOMAS

McAllen, Texas

Sirs:

The editorial was so unfair to the Teamsters and to myself that I cannot let it pass without a protest.

I emphatically deny that I have ever threatened any member of Congress with political reprisals, no matter how they choose to vote. I have far too much respect for our nation's lawmakers to approach any of them with anything but the most complete courtesy.

We of the Teamsters union, as members of organized labor, undertook a drive to defeat pending laws which we feel to be punitive rather than corrective.

We followed the classic patterns adhered to by groups seeking to enlighten and influence their congressional representatives: 1) We met with congressmen, most of whom were unaware of the key punitive sections of the proposed bills, and explained to them just why we objected to these sections; 2) We urged our members to contact their congressmen and voice their feelings on such antilabor measures.

Our methods resemble nothing so much as your own when you urge, as you have repeatedly, that your readers contact their congressmen and demand severe new labor reform laws.

SIDNEY ZAGRI

Washington, D.C.

LIFE 540 N. Michigan Avenue, Chicago 11, Illinois



Please send ONE YEAR OF LIFE for $5.95

(this rate is available to you in the continental U. S., Alaska, Hawaii, Puerto Rico, Virgin Islands, and Canada—one year at LIFE's single copy price would cost you $9.88)

to.....
name
.....
address
.....
city zone state

TO SPEED DELIVERY OF LIFE—and all your mail—please be sure to include your Zone Number in your address. The mail you send will get there faster, too, if the address carries a Zone Number.

L-3434

Copyrighted material



They can go *anywhere,*

Rugged new INTERNATIONAL pickups with four-wheel-drive make their way through rough country with larger loads than ever. More room for people, too. Powerful 6-cylinder or V-8 engines.

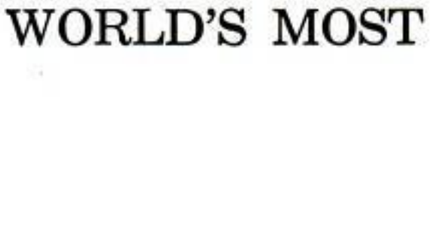


get service *everywhere!*

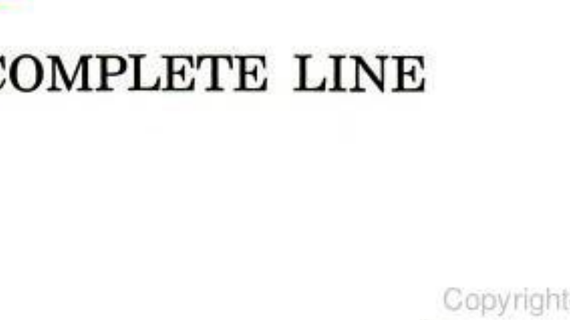
Heavy-duty INTERNATIONAL V-8's haul top payloads at higher average road speeds. Counterbalanced tilt cabs offer maximum service accessibility. Four- and six-wheel models with engines from 401 to 549 cu. in.

New Bonus-Load pickup bodies are over 6 ft. *wide*, extend flush with cab. Choice of 7- or 8½-ft. body lengths.

Most practical "wagon" made, the Travelall® has elbow room for eight adults to ride in comfort and in style!



Lightweight Metro-Lite® models take more payload, need less maintenance. Smart walk-in, walk-through design.



Tandem-axle INTERNATIONAL Trucks have rugged gasoline or diesel power, extra-strong cabs and chassis for the tough jobs.

INTERNATIONAL Trucks have demonstrated their durability by handling some of the toughest jobs.

And when these trucks need parts and maintenance, the world's largest exclusive truck service organization is on the job! More than 5000 INTERNATIONAL dealers, 250 factory branches, and 12 mammoth parts depots are strategically located across the country.

The convenience of these service locations, the experience and knowledge of the men who staff them, are sound reasons to buy INTERNATIONAL Trucks. Your dealer can give you many more.

International Harvester Co., Chicago
Motor Trucks • Crawler Tractors
Construction Equipment • McCormick® Farm Equipment and Farmall® Tractors

INTERNATIONAL® TRUCKS

WORLD'S MOST COMPLETE LINE

Copyrighted material

THIS EMBLEM IS YOUR GUARANTEE OF SATISFACTION



Blue Bell, Inc., Empire State Building, New York 1, N.Y. Canada: W. Howick Manufacturing Company, Montreal

Mr. and Mrs. John Dunn of Baldwin, N.Y., and their six children

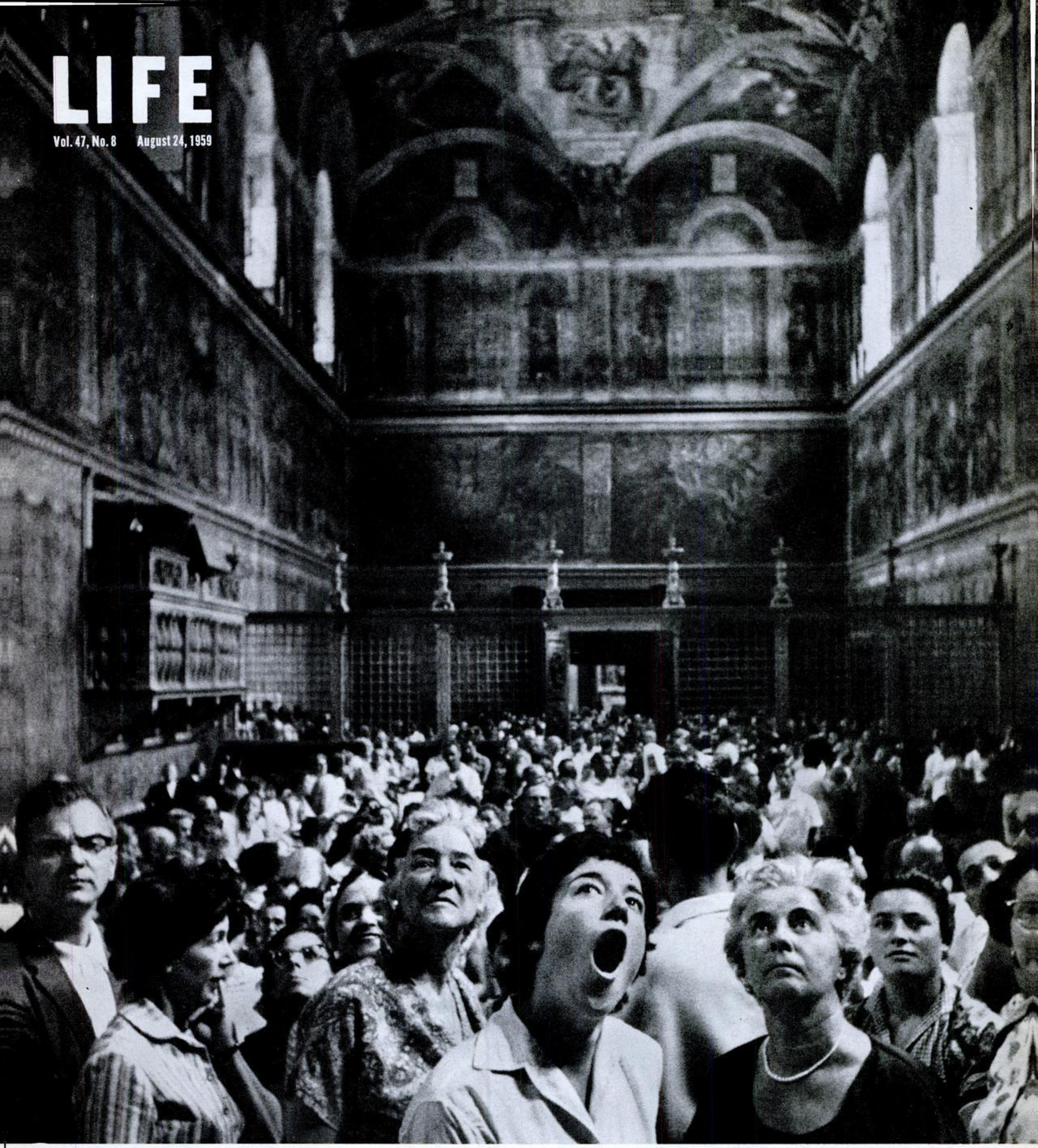
8 good reasons why the John Dunn family loves the Blue Bell Wrangler®

Any family that's rough on clothes appreciates the heavy Sanforized denim, jam-proof zippers, extra strength at all strain points. And how they love that authentic Western cut, so slim, trim, tapered! Proportioned sizes fit and flatter every figure. Wranglers for men and women, $3.98; boys, slim, husky, regular (also with dub-l-neel), $2.98 to $3.98; girls, kiddies, $1.98 to $2.98. Jackets, $3.98 to $4.98. Wrangler shirts, $2.98 to $3.98.

BLUE BELL CLOTHES for all the family

Copyrighted material

LIFE
Vol. 47, No. 8 August 24, 1959



ALL EYES TURN UPWARD AS MASS OF TOURISTS IN VATICAN, MOSTLY AMERICANS, ADMIRE MICHELANGELO'S FAMOUS FRESCOES ON SISTINE CHAPEL CEILING

AMERICA'S BARGAIN RUSH TO EUROPE

WE NEVER SAW IT SO GOOD

CONTINUED

Copyrighted material



OFFICE SEND-OFF starts trip for 81 Singer Manufacturing Co. employes and family members. They get 16 days of "craning our necks" at Rome, Venice, Lucerne, Paris and London for only $560 each.

CHARTERS ARE CHEAPER, CHUMMIER

The wide-eyed and open-mouthed wonder on the previous page furnishes a fair sample of a startling and satisfying revolution in American vacation habits. The faces belong to some of the thousands of first-timers swelling this year's flood of U.S. tourists in Europe to an all-time high of more than 700,000.

This does not mean that we have suddenly become ridiculously rich. It does mean that masses of Americans have discovered a happy phenomenon of modern air transport: the charter flight. Charters, made by both scheduled and non-scheduled airlines, are flights booked by the complete aircraft rather than by the single seat. They are booked by clubs, schools, businesses, lodges—almost any group with a plausible reason for putting a number of people on the same airplane. Because they represent a guaranteed load at a guaranteed time, airlines are able to give the happy charterers first-class treatment. Round trips to Europe average around $260, compared to $447 on the cheapest of regular flights.

The pleasant consequence of this is that Europe is becoming the poor boy's—and the poor girl's—playground, where a five-weeks' trip can be enjoyed for as little as $700. On these pages you see them—students, stenographers, factory workers, clerks and their wives —happily aswarm from Rome to Red Square.

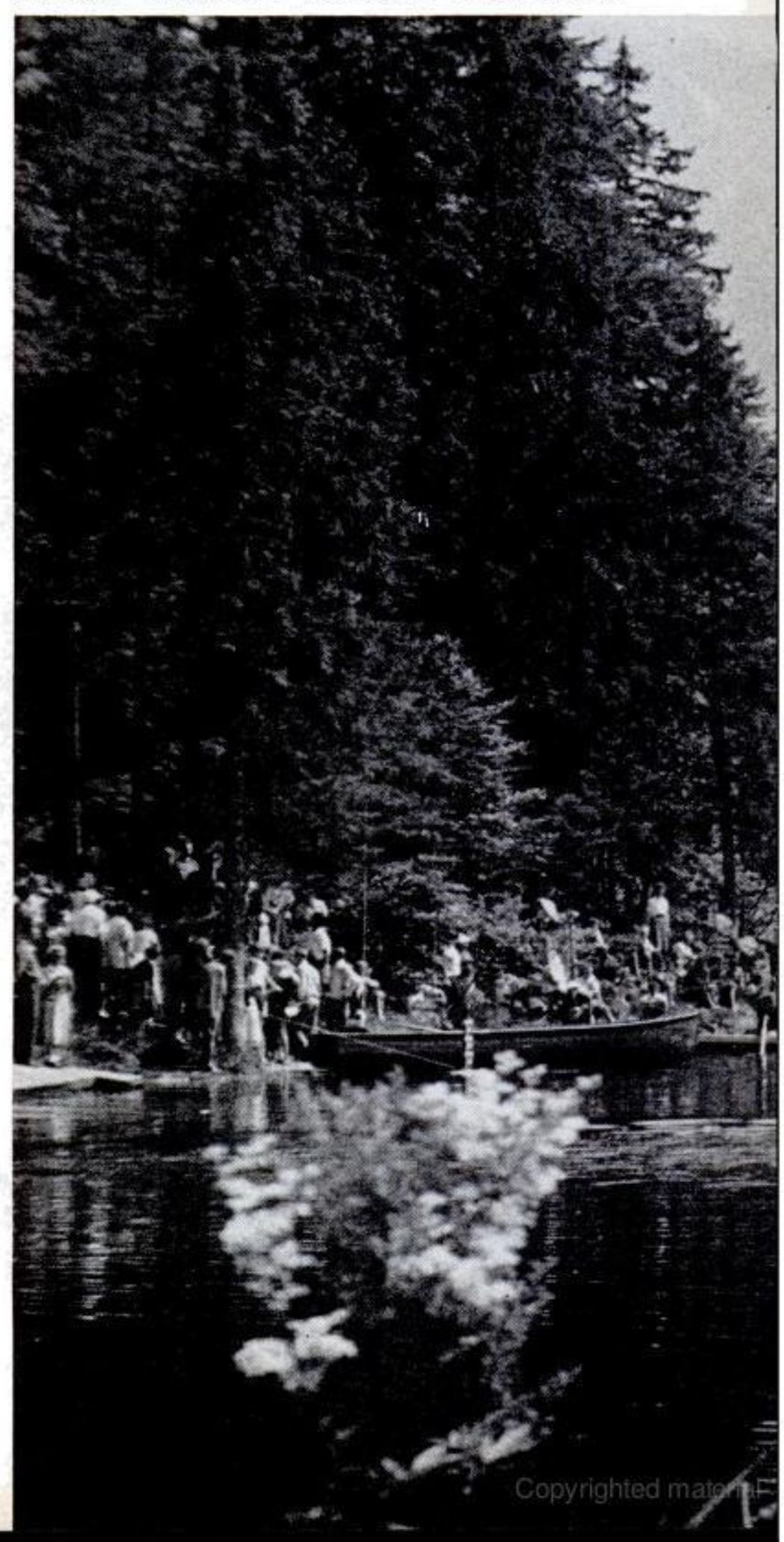


UP THE IRISH when the Ancient Order of Hibernians enplanes for Dublin. Of the 60 aboard, three-fourths plan visiting birthplaces on the Ould Sod, spending $325 each for the round-trip plane ticket.



COACHED BY A STAR OF THE FOLIES-BERGERE,

SUNKEN "TREASURE" ATTRACTS TOURISTS ON



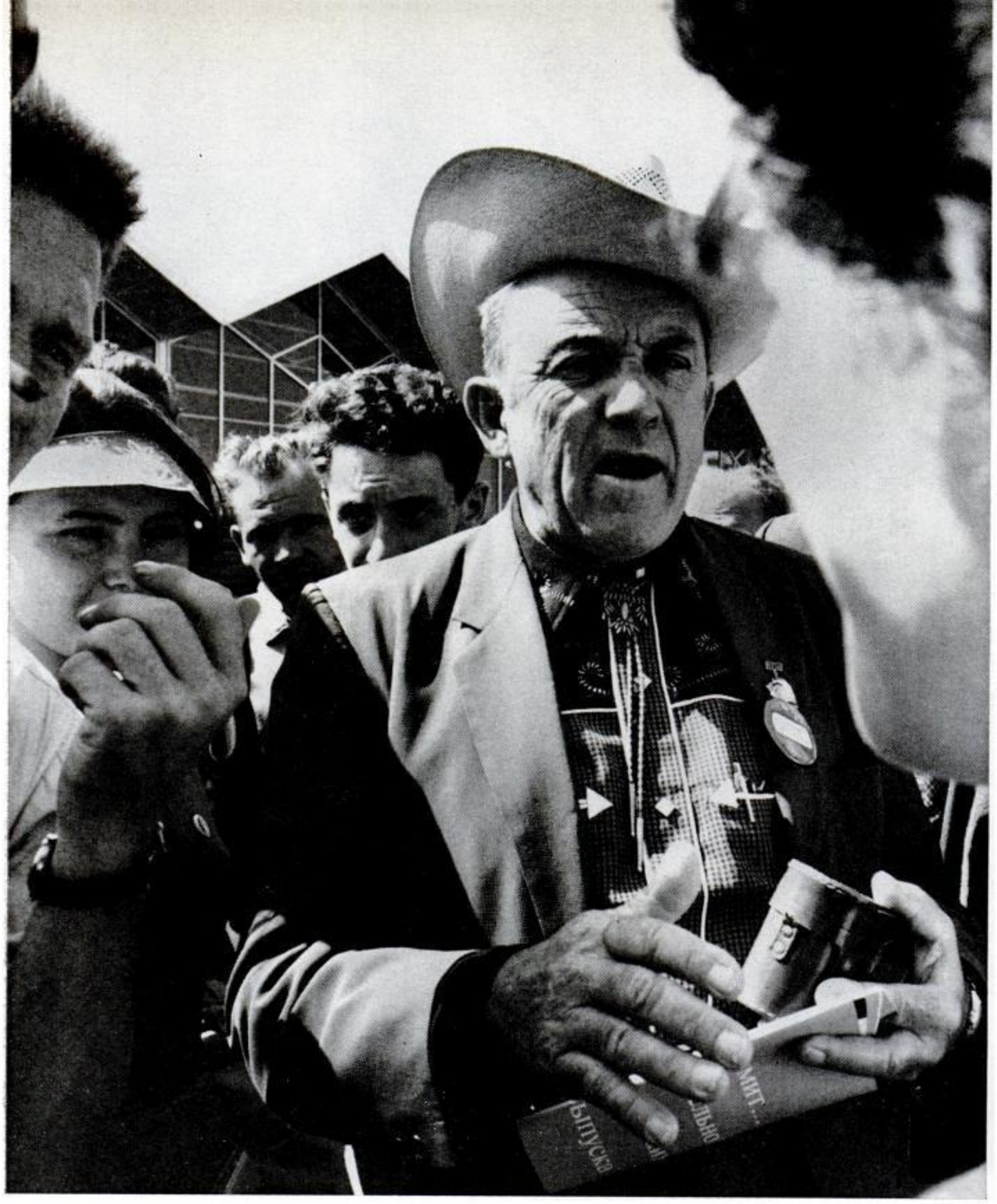
Copyrighted material

YANKEES FROM NEW YORK (LEFT) AND BOSTON (CENTER) JOIN A BELGIAN AS VOLUNTEER BARE-LEGGED DANCERS IN A TIME-HONORED PARISIAN TRADITION

AUSTRIA'S LAKE TOPLITZ. THEY FILL BOAT AND LINE BANK TO WATCH RECOVERY OF PHONY BRITISH MONEY WHICH WAS COUNTERFEITED, THEN SUNK BY NAZIS

CONTINUED

Copyrighted material



ARKANSAS FARMER, W. E. Fletcher, wearing his home town clothes, chats with Russians in Moscow.

MONTANA GROUP fills just a corner of auditorium as they are briefed to tour Moscow University.





U.S. TOURISTS SEE NEW RED HORIZON

Because tourists are a hardy breed whose basic ingredient is friendly curiosity, the gradual lowering of the Iron Curtain since Stalin has started a run to Russia which could become a stampede. This year well over 10,000 Americans will see, and be seen by, Moscow and other Russian cities all the way to Alma-Ata on the Siberian border of Red China.

These pioneering rubbernecks are such a mixed lot that they give Russians almost as diverse a view of Americans as they would find in the U.S. They have included governors of U.S. states, farmers from Arkansas and Montana, show business people traveling in batches, as well as sightseers on their own.

Touring Russia still lacks some of the amenities and freedoms of Western Europe. Usually it is necessary to travel in company with the official Intourist guides. Some areas are still barred. It is fairly expensive, ranging from $30 a day de luxe down to $10 for the lowest class of regimented rubbernecking. But such drawbacks hardly detract from Russia's one irresistible lure: the thrill of unexplored territory.

Copyrighted material

RED SQUARE PROMENADE takes staff of Ed Sullivan show, playing at U.S. exhibition in Moscow, toward the famed onion towers of St. Basil's Cathedral.

TOWER VIEW of Moscow absorbs the Montanans, standing on balcony of the 32-story Moscow University building. Like all tourists, they are camera fans.



Copyrighted material

ALL SIGHTSEERS AT LAST COME DOWN TO THE SAME END



FOOT BY FOOT, Americans tread the paths of the great. They begin bravely and fully heeled tramping ancient stones of Forum road in Rome (*top*) or strolling rough cobbles of Versailles' great courtyard (*center*). But some feet falter on the Louvre's smooth floors (*bottom*) and need relief while owners' listen to a guide.

CATCHING UP ON PARIS GUIDEBOOK, NEW YORK'S RANDA BISHOP ALLOWS TIRED TOES A CONTENTED CURL →

Copyrighted material


PARIS

SORDID BACKGROUND OF THE NEWEST MESS IN BOXING

The angry words below from World Heavyweight Champion Ingemar Johansson are provoked by a new and ever more sordid mess in U.S. boxing. It involves some familiar types—promoters, managers and manipulators conniving to slice the spoils. But the names are new—if not completely fresh. There is Boy (39) Promoter Bill Rosensohn with a background in gambling (Las Vegas) and the Ivy League (Williams, '41); Money Man Vincent Velella, a politician-lawyer with a racketeer clientele; Businessman Irving B. Kahn, who tied up all the radio-movie-TV rights for the fight; Friendly Adviser Charley Black, an obscure manager of second-rate fighters who cut in on the promotion; Black's old friend Manager Cus D'Amato, who handles former champion Patterson. In the shadowland behind them was a familiar assortment of big- and small-time gamblers and hoodlums.

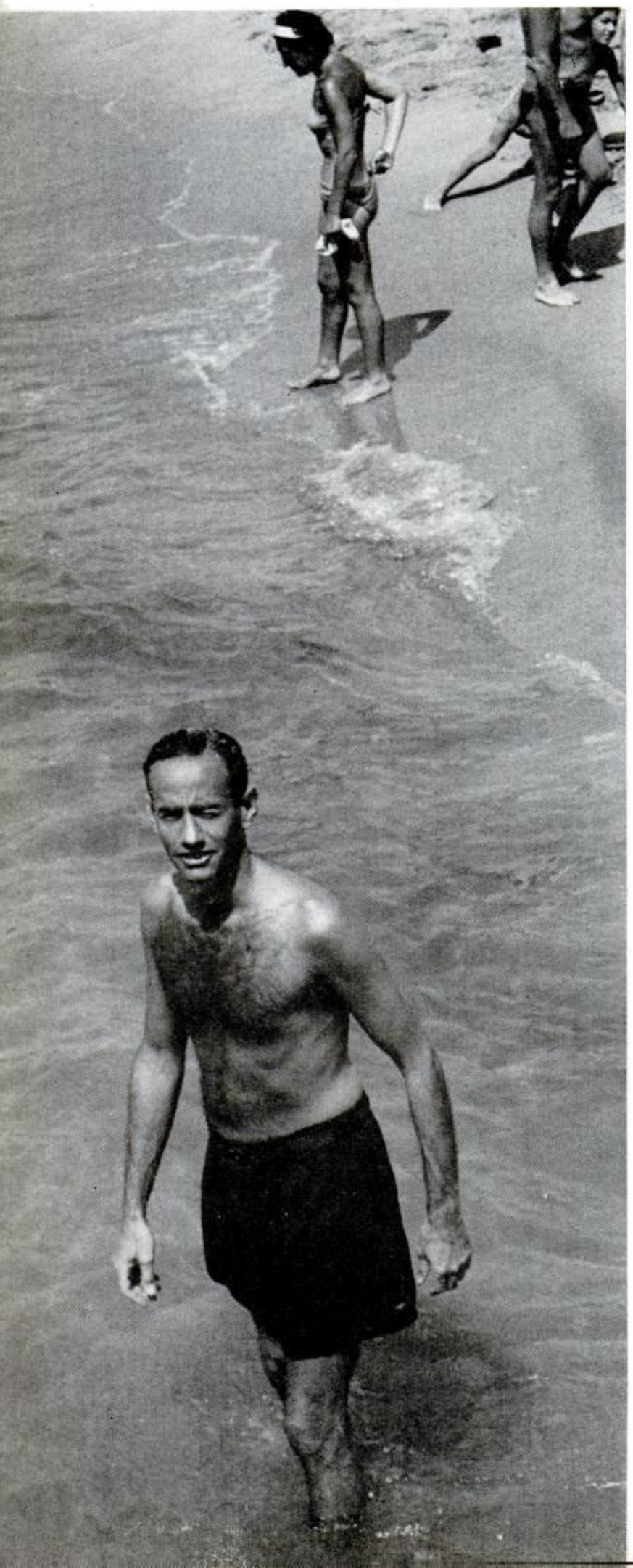
To find out what influence, if any, the underworld had on the chaotic promotion, a New York grand jury recently began an investigation. Piece by seamy piece, this seems to be the story: Rosensohn signed up Johansson. Then, without a penny to promote with, he went to Velella to get backing for a Patterson-Johansson match. They made a tentative partnership which included the addition of D'Amato's chum, Charley Black, to the payroll. But when a wealthy New York realtor offered to back the fight heavily, Rosensohn cooled on Velella and formed his own association. Unfortunately, the real estate angel shied away as soon as he got close to the scene.

So Rosensohn went back to Velella, who shortly became two-thirds owner of the promotion. Worse yet, Rosensohn had given up any claim to movie-TV-film rights, which were sold to Kahn and TelePrompTer for a $300,000 guarantee even though another company offered $150,000 more. While these frantic financial manipulations went on, Rosensohn met on his own with two big-name gamblers, Gilbert Lee Beckley and Frank Erickson, king of the bookmakers. Just what was discussed at those meetings is under grand jury investigation in New York. Rosensohn is no longer an important member of Rosensohn Enterprises. He was tossed out by majority stockholder Velella, who then set up Kahn as a director of the firm.

Back in Sweden, the world heavyweight champion wonders when he is going to get paid for winning the title. Here he tells his frustrating experience with the men who have made the latest mess in big-time boxing.

INGEMAR FINGERS THE FIGHT MOB

Angry heavyweight champion declares 'they were trying to rob me'



by INGEMAR JOHANSSON

WHEN I knocked out Floyd Patterson in Yankee Stadium on June 26 I was on top of the world in every way. I had become heavyweight champion and I was rich—I thought. I went off to Florida for a short vacation figuring that I had made $330,000. I was too happy and excited to think that anything was fishy, although I should have been suspicious right then.

Now I have started training for my second fight with Patterson, which is supposed to be on Sept. 22. Usually when I start training hard for a fight I feel good. I want to work and think about the fight and how I am going to win. This time I cannot feel good because I am disgusted and mad.

I am disgusted at the terrible way the second Patterson fight is being handled in New York. I am mad at a group of people in American boxing who are making deals behind my back, who are trying to tell me—and, after all, I am the champion—when and where I should fight and how much I should make. They do not even bother to consult me first.

I will be ready on Sept. 22, but there will probably be no fight. I can't fight Patterson and the fight mob too. Fighting the mob may take some time, but it comes first because I feel that I am being robbed.

I understand why I have not yet received one cent for the first Patterson fight—the contract calls for delayed payment. But I have a feeling that if I should lose a second Patterson fight, with most of the same people running it, I would not receive a cent for that fight either.

I can't even get an accurate accounting of what I *might* receive. I have been sent a statement of the money which supposedly has been earned by radio, TV and movie rights. But the totals are a joke— more about that later. I am afraid I'm not in the mood for this type of joke right now.

I am happy that the fight mob and their friends are now under investigation by the district attorney and the boxing commissioner in New York. They have hurt boxing and the heavyweight title by their greed. They are also hurting America. For the past month, while I have been fighting exhibitions in small towns throughout Sweden, I hear my countrymen shout, "Don't go to America, Ingemar. You might not come back."

D'Amato, the little Napoleon

Of course, we have heard about a lot of very crooked things in American boxing, but we never realized that the crookedness could be so bad. It is really amazing what I have found out about these people in the last month and a half. Every day I get cables and telephone calls. People come to see me from America. Sometimes they threaten, sometimes they coax, but they do not tell me what I want to know before I go to America to fight Floyd Patterson again.

The other day I got a cable from Floyd telling me to "honor my obligation" over the return match. I like Floyd. He is a nice guy and he deserves a chance to try and regain his title. But Floyd's biggest trouble is Cus D'Amato, his manager. I won't answer Floyd. What should I say? "Thanks for the cable, Mr. D'Amato."

Cus D'Amato is the Little Napoleon who runs Floyd Patterson and tries to run everything else. You know what happened to Napoleon. He was crazy for power and in the end he lost everything. In his way D'Amato tries just as hard. He tried to run me by insisting that one of his henchmen be my manager in America. Isn't that nice? Fortunately, the New York commission wouldn't stand for it.

But D'Amato's attempt to manage me was only the beginning. Strange things began to happen as soon as I returned to Sweden after the fight. About the middle of July I received a letter from my lawyer in New York saying he was having trouble getting information about money from radio, TV and movie rights. He had talked to Irving Kahn, the man who runs the TelePrompTer company that bought those rights. When I read Kahn's name I recalled

←ON BEACH AT CANNES, PROMOTER ROSENSOHN DELAYS FACING GRAND JURY

Copyrighted material



CHAMPION'S WARNING on the evils in U.S. boxing is made by Ingemar Johansson as he waits in Sweden for an accounting of money owed him for his title bout. "When people say there are gangsters in American boxing they really don't know what's coming," he says. "I think even bigger gangsters are coming."

CONTINUED 23

Copyrighted material

RACKET NAMES LINKED TO ROSENSOHN . . .



FRANK ERICKSON



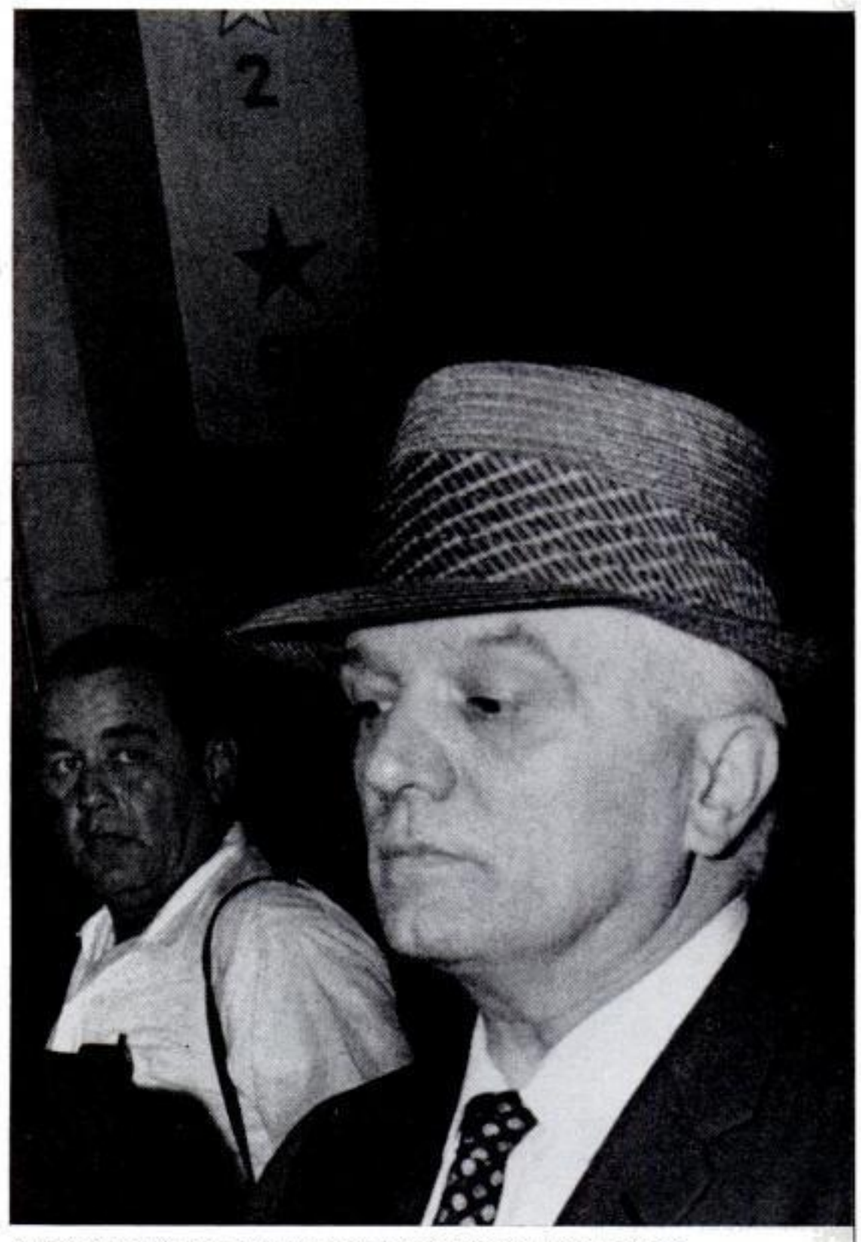
GILBERT BECKLEY



"TRIGGER MIKE" COPPOLA

Investigated as possible financial backers of the big fight, gamblers Erickson and Beckley twice met with Rosensohn. New York District Attorney Frank Hogan is also probing the possibility that hoodlum Coppola attended the prefight discussions. Hogan's grand jury has already indicted a boxing judge for accepting bribes and gangster Frankie Carbo for conspiracy and undercover management of fighters.

. . . THOSE WHO WERE



MANAGER CUS D'AMATO (LEFT) WITH ATTORNEY



IRVING KAHN

New promoting directorate with Board Chairman Kahn and majority stockholder Velella puts Rosensohn Enterprises squarely in camp of ex-champion Patterson's manager and old friend, Cus D'Amato.

FIGHT MOB CONTINUED

what I had heard in America: that D'Amato and Kahn were partners and because of this I probably would not receive as much money as I should.

Almost at the same time Eddie Ahlquist, my friend and adviser in Sweden, got a call from Kahn in New York. Kahn started out saying that Bill Rosensohn, the man who promoted my first fight with Patterson, had made mistakes and spent too much money—so he should not promote the next fight. Ahlquist told Kahn, "We think we should stay with Rosensohn and give him a chance to get his money back."

"He didn't lose a quarter," Kahn shouted back at Ahlquist. "Velella put up all the money." Then Kahn told Ahlquist that Rosensohn would be *listed* as the promoter, but actually be controlled by Kahn and a man named Velella.

I meet Kahn and Velella

Ahlquist was as shocked as I was by Kahn's telephone call. How did Irving Kahn come into the promotion of the second fight? And who was Velella? I had never heard of him. There seemed to be a lot of unanswered questions. All of a sudden I realized, for the first time, that there was something really wrong in New York.

Ahlquist continued to get calls from Kahn. Finally Ahlquist said to him, "Why do you tell me all these things? Why don't you tell Ingemar? I am his adviser, not his manager. Ingemar decides things for himself." I guess this surprised Kahn. I know now that Mr. Kahn, Mr. D'Amato and the fight mob do not think a fighter should decide anything for himself—especially me.

Kahn did not call me then. Instead we had a chance to talk in person to these two mysterious gentlemen: I might as well call Kahn and Velella gentlemen here, because I will not call either of them by that title again.

It was on July 20 that I met them. I was in Linköping, Sweden, preparing to give an exhibition when they arrived from Gothenburg with Eddie Ahlquist. For two hours Eddie and I sat in a restaurant and listened to them talk, or rather listened to Kahn. Velella seemed to be sitting there just waiting for orders.

What I heard amazed me. For the first time I learned that Bill Rosensohn did not own Rosensohn Enterprises any more. Two-thirds of Rosensohn Enterprises now were owned by Velella—including of course Rosensohn's contract with me for the second fight. Rosensohn had been forced to sell out to Velella without telling me first.

"We don't even have to discuss TV, radio and movie rights," they told me. "Why?" I asked, once again on that sore subject. "Oh," they said, "Rosensohn sold those rights away before the first fight." The man who had these rights, of course, was our friendly telephone-caller Irving Kahn.

As they left I thought I had seen other people like them. They are always smiling at you but you have to keep your eyes open. You can say "Yes" when they ask you if you believe them, but you have to hold hard to your own opinion and not forget it. A friend of mine used the perfect Swedish phrase about them when he said, "I wouldn't buy a stamp from those men."

As they drove back to Gothenburg with Eddie Ahlquist, I learned later they tried another trick. They kept saying to my friend, "Will Ingemar stick with you?" Ahlquist said he didn't know, but I always had in the past. Then they started talking big again. They were going to set up a large company and have promotions, both in the United States and Europe. And they told Eddie, "You will work with us from here." But Eddie had heard enough. He told them, "You cannot buy me for money."

The man with the cold smile

In the car going back Eddie also learned that the second fight was supposed to take place in Philadelphia. We had not been informed, as usual. Who had made the decision? Cus D'Amato, we were told. Now, first of all, I demand to be consulted about where I will fight. Some of D'Amato's actions seem worse than those which he complained of in the I.B.C. [the International Boxing Club, a fight mob combine which was dissolved recently after a Supreme Court antitrust decision against it].

After Kahn and Velella left I realized that the purpose of their trip was to get to me before Rosensohn did. They had expected to find a Swedish bumpkin. The more I thought about what they had said the madder I got. I couldn't wait to get back to Gothenburg to study my contract for the fight. I wanted to see if Rosensohn could be forced to sell that contract without informing me first. I found out, sure enough, that he could.

Who was responsible for this? Who had known long before the first fight that someday Rosensohn would be forced out? I think I know now. He is a man with bleak eyes, a cold smile and a big handshake. He is Edwin Schweig, Cus D'Amato's lawyer and the brain behind all the maneuvering. When Schweig was in Gothenburg last January before the first fight, he told

Copyrighted material

CUT IN ON THE TAKE . . . COME-LATELIES WAITING IN THE WINGS



EDWIN SCHWEIG IN GRAND JURY APPEARANCE



VINCENT VELELLA

TelePrompTer President Kahn became so concerned over Johansson telling his story to LIFE that he put in a call last week to Sweden, offering to make a friendly down payment of $300,000 to the champ.

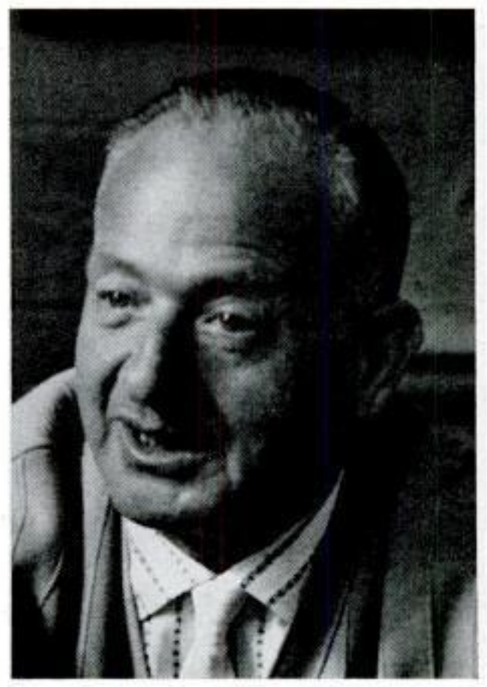
me, "D'Amato is a neurotic. He has spent all his money fighting the I.B.C. He owes me $50,000." At the time I thought, "Poor Napoleon." Now it all began to fit.

In August I received a statement from this man with the cold smile. It was supposed to be the first accounting of money I earned by radio, TV and movies. The statement was on an unsigned piece of paper. I don't like that. In Sweden we sign statements and are responsible for them. This statement was supposed to be an up-to-date accounting of the total film rights. I get $1,050. That's nice, isn't it? Oh yes, of course there is supposed to be more coming.

But what had happened to all the money that must have piled up from the movie? It has been showing for a month in Sweden,



ARCHIE MOORE



JACK SOLOMONS



TRUMAN GIBSON

In midst of the chaos, Johansson heard from these parties interested in joining him in future promotion. Light Heavyweight Champ Moore sent offer of $1 million if Ingemar would give him a crack at the title. In Paris, British Promoter Solomons, old I.B.C. friend, and Truman Gibson, who fronts for ex-I.B.C. President Jim Norris in new National Boxing Enterprises, talked business with Johansson.

Germany, England and the United States. Maybe I won't even get $1,050. A few days ago a man called from New York and said he had just spoken to Schweig. He said Schweig told him to say that if I did not fight on Sept. 22 that he, Kahn and Velella would sue me for all the money that I am supposed to have coming.

Crying Bill Rosensohn

Then at last I had a visit from Bill Rosensohn. I had been wondering how much of what Kahn and Velella had said about him was true, and what had happened to Bill since I had left him in New York. Bill tried to explain everything. He said he had made big mistakes but that he had been forced into them. He said he had not informed me sooner because he was afraid I would get mad and pull out of the whole thing in disgust.

Since that meeting I have gotten a new name for Rosensohn. It is "Crying Bill." For me there is a big difference between hard explaining and crying. Bill has acted like a fool. Why didn't he get in touch with honest men in the first place? It seems to me that he has been holding back information and just plain lying. But I still thought after that meeting that Bill deserved another chance.

On August 6 Bill Rosensohn came back to Europe. Ahlquist and I went to meet him in Paris. We were shocked and surprised to find that Rosensohn had brought along Truman Gibson of the I.B.C. We had heard nothing about Gibson being in Paris. We wanted nothing to do with the shady I.B.C., "I don't see how you can even think of talking to us," I told Gibson, "when you have a court case going against us—and you don't have to think of talking to us after it is over, either."

It was decided by all of us there not to discuss the meeting. They even took me out through the back door of the hotel because there was a reporter sitting in the lobby. Yet the next day the newspapers had the story. What am I to believe? Is Bill Rosensohn a chattering squaw?

I am told now that the district attorney in New York has been asking Rosensohn to come back sooner than planned for questioning. Before I finish completely with Crying Bill I will wait and see what the investigations show.

I am told Velella has been refused a license to promote fights in New York. Velella, Kahn, Schweig and D'Amato—they make me want to be sick. But I am glad someone will have the chance to stop them.

If the investigations show there are gangsters involved, or any illegal dealings, then before I go to America to fight Floyd the fight mob around him must go. The crooks and gangsters will have to go before I fight—no matter what kind of a contract there is. In view of what has already happened I wonder if the contract I have for a return match is binding. I wonder if I have to go back to the United States at all.

I have a group of wealthy businessmen in New York, completely free of mob associations, who are eager and able to promote any of my future fights. But I can't name them right now.

My three conditions

I hear that Archie Moore has offered me $1 million to fight him, but I have received no direct word from Moore or his manager. I am not impressed by that million dollar offer. They should offer more because Archie is not good enough to offer only a million. I have received only one offer. I got a cable from the Roy Harris people and they want me to fight Harris for $500,000. Well, if a million isn't good enough for Archie, a half million isn't good enough for Harris.

The man I am going to fight is Floyd Patterson. I have given my word to fight him and I keep my word. But three things have to happen first:

1) I must have my money in a bank under my own name before I come to America to fight.

2) I must have a good explanation of who is promoting the next fight, who owns who, and who has lied to whom. Where does D'Amato come in and where does his backer Velella get his money. "Don't worry about money," Velella told my friend Eddie. "There's no limit." That is a funny statement and it should be cleared up.

3) I must wait until the investigations are over.

I do not think I am asking too much after what the fight mob has done to me.

Copyrighted material

WHAT NEW EISENHOWER?

Suddenly, everybody and his brother—columnists, commentators, foreign newspapers—had discovered a "new Eisenhower." Only a few months ago they had been writing him off as if he were unwilling or unable to exercise the great powers of the presidency. Now, as if by magic, this image of Eisenhower had been completely reversed.

Even Lord Beaverbrook's London *Daily Express*, which had long been picturing the President as a sick man virtually incapable of decision, joined the double-take: "Make no mistake," wrote its Washington man, "the President is in full charge. . . . Never have I seen [him] look so fit and so capable of carrying his burdens." Said the headline in the London *Daily Mail:* THE SICK MAN LEANING AWAY FROM LEADERSHIP HAS BECOME THE KEEN-EYED CONFIDENT HEAD OF STATE READY TO COPE WITH ANYTHING.

This discovery of a "new Ike," and renewed confidence in his leadership, is a wholesome tonic for the free world. But it does little credit to the powers of observation of those making it. Anyone who had been really watching the U.S. closely would have noted this assertion of command, determination and resolution at least as early as the spring of 1958.

That was when Ike faced the biggest domestic showdown of his career. He had taken his office with two supreme goals, one foreign, one domestic. The first was to realize a genuine and lasting peace. The second was an economy of abundance *without* inflation and deficit spending.

He had made long strides toward this second goal when the sharp recession of 1957–58 sent unemployment soaring and gave new strength to the big-spending advocates, who demanded tax cuts, deficit spending, huge public works. Eisenhower never once wavered. He insisted that the economy would achieve quick recovery without bigger spending (and this summer's roaring boom and soaring employment has borne him out). Not only did Ike resist the spenders, but this year he insisted on holding the budget to $77 billion—*i.e.* balanced and with a tidy surplus.

If there was anything new about the "new Eisenhower" it was simply that the success of his policies and his resolution was becoming visible for all to see. Eisenhower has maintained all along that his lame-duck status gives him greater power, because the public knows he has no political ax to grind. He has been proven right.

Last week came the most amazing triumph of all. The Senate had once more brought in a comparatively weak labor-reform bill by Senator Kennedy. The House Labor Committee had come up with an even weaker one, behind which Speaker Sam Rayburn threw all his power in a nationwide appeal. But the President put his own vast prestige behind a virtually unknown bill, the Landrum-Griffin measure, which had real teeth but little hope of passage. Result: such a deluge of public support that the House rammed Landrum-Griffin through by the astounding final vote of 303 to 125.

Also, the President had caught the whole world's imagination with his bold effort to break the cold war's ice through an exchange of visits with Premier Khrushchev. He was saluted as "the 'old Ike' of London and Paris . . . the man of action again, moving and planning and speaking out with a new serenity." Even the controlled Soviet press hailed him in a manner whose lasting effect on the Russian people would make it harder for Khrushchev not to seek some genuine understanding.

The main changes in Eisenhower had really been a resurgence of full health since 1957—plus a growing confidence in his own instincts. The big news which the discoverers of the "new Eisenhower" had missed was simply this: his domestic policies had been achieved so quietly if firmly over a long period that their cumulative success was only now being recognized. He had, indeed, achieved abundance without inflation. With that victory behind him, the President was now determined to use his last 500 days of leadership to achieve, if it is humanly possible to achieve, his other supreme goal—world peace.

NEW VERSION OF AN OLD CANARD

Amid its new geniality to the West, Moscow last week could not resist a juicy opportunity to renew one of its favorite canards—that U.S. "warmongers" have a vested interest in preventing peace. The occasion was the sharp drop in U.S. "space age" stocks (missiles, electronics, computers, etc.) prompted by news of the Khrushchev-Eisenhower exchange.

Over Moscow Radio came this comment by Valentin Zorin:

> There are circles to whom no prospect is more terrible than that of an easing of world tension, as such an easing would threaten their pockets and profits. Recent events on the New York Stock Exchange . . . remind one that the policy of cold war has not grown from barren soil, that there are forces interested in the continuation of such a policy.

We've got news for Comrade Zorin, just in case he may ever want to take a flyer in the stock market himself. Nothing is more bearish for the market than war or even the threat of it; nothing could be more bullish for it than genuine peace.

That war is bad for stocks can be demonstrated by many instances. The outbreak of World War II in 1939 provoked a steady decline. The defeat of France knocked the bottom out of the market. So did Pearl Harbor, the Berlin blockade and Korea.

By contrast, the greatest bull market in our history began after the end of World War II, and went into its steepest climb after the end of the Korean War. While it is true the Khrushchev-Eisenhower exchange pricked the bubble of the "space age" stocks last week, it was also true that they had risen so far beyond reality that a shake-out had been expected. It scarcely disturbed many stocks which were selling at reasonable ratios to earnings.

The bull market will end some day but hardly over a "peace scare." Not even the most wishful optimist expects the sort of thaw in the cold war that would permit defense budget cuts big enough to cause serious short-range dislocations in the economy.

But even if the U.S. could cut out, tomorrow, the *entire* $40 billion it spends on sterile and unproductive weapons, the long-range economic effects would create a boom to make this one look puny. It would bring tax cuts and a tremendous rise in living standards. As Ford Vice President Theodore Yntema puts it, we would be spending "money on things to use, not things to kill people." Atlanta Banker Edward D. Smith says: "If we could get rid of the unproductive use of that $40 billion and put it into highways or anything else it would make this country bloom like a rose." Echoes Chrysler's President L. L. Colbert: "With all the wants and needs of our civilian economy to be filled in the national growth ahead, a promise of a stable era of peace would be the best kind of news for business, as it would be for every individual."

We doubt if any of this will shake Comrade Zorin's position on the nasty old warmongers. But we do wish he could find room for the doings of Wall Street's peacemongers. Incurable optimists, they bid up the price of Imperial Russia bonds (which the Communists refuse to redeem) every time there is the slightest hint of improvement in Russian-American relations. At the same time the alleged warmongers were selling missile stocks, peacemongers last fortnight ran up the price of czarist bonds by 80%; if Zorin really knew the market, he could almost have doubled his money on the bulls of peace.

Copyrighted material

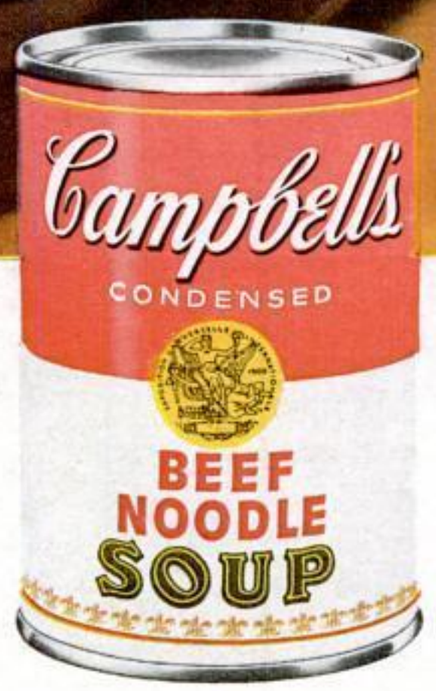


GOOD THINGS BEGIN TO HAPPEN . . . WHEN LUNCH IS GOOD . . . LUNCH IS EASY . . . LUNCH IS *Campbell's* **BEEF NOODLE SOUP**

Children home? Enjoy 'em. Let Campbell's do your cooking for you. Such a lot of good things happen when you do. *More time* for summer fun. Campbell's Soup's ready to eat in 4 minutes. *Good nutrition* happens, too. All Campbell's Soups are made from good basic foods . . . meats, vegetables, whole-grain cereals.

And did you ever notice how appetites perk up when there's good Campbell's Soup for lunch? It smells so good, tastes so good, folks just feel more like eating. *More like living, too.* Soup cheers you up, gentles you down, kind of makes you feel good all over.

Say! Have you had your soup today?



Good!
Nourishing!
Campbell's
Beef Noodle
Soup gives you
Vitamins . . .
Proteins . . .
Minerals, too!

Once a day . . . every day . . . enjoy *Campbell's Soup*

Copyrighted material

BROWN
SHOE COMPANY

Quality at your feet

Your back-to-school shopping starts right here with perfect-fitting Buster Brown Shoes



Black patent swivel-strap slipper with ornamented patent bow; also in black suede.



Girls' rubber-soled saddle in white and black, pearl and tan, blue and white, tan and white, all white.



Smooth leather oxford welt-seamed at one side. Maverick brown or black.



Sturdy moc-toe swivel-strap in red, charcoal or aztec tan leather.



Smooth leather boys' oxford with fold-over seaming. Black or brown.



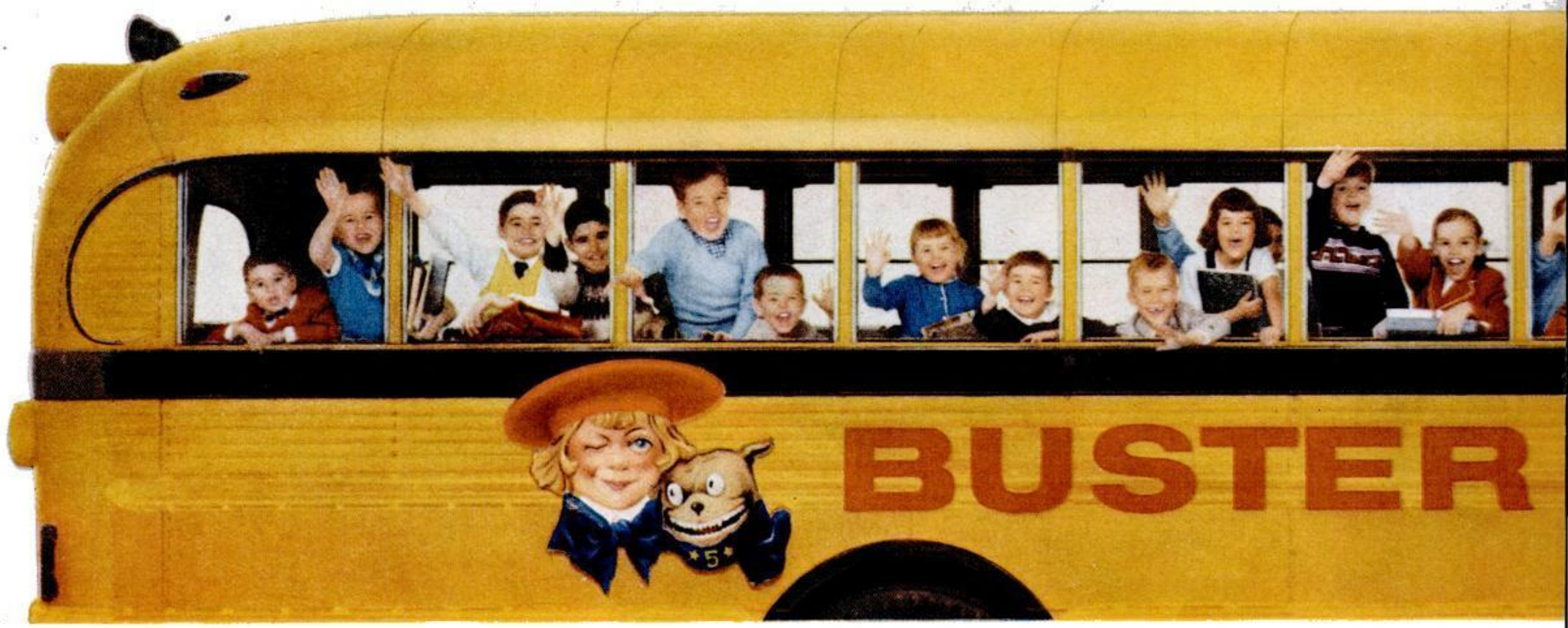
Boys' smooth leather dress oxford with tasseled ties. Black or cherrytone.



Rugged boys' oxford with non-scuff toe. Brown, black or navy leather.



Crepe-soled softie leather oxford in charcoal gray or red with white eyelets and laces.



Copyrighted material

Far-sighted parent that you are, no one needs to spell out for you why your child's growing, developing feet should only have *good* shoes that *fit*. We repeat "fit", because fit is more vital in shoes than in any other item your child wears.

That's why your Buster Brown shoeman always uses the Buster Brown 6-Point Fitting Plan. It takes into account every part of your child's foot. *Both* feet. And it allows for perfect fit only.

Quality materials and workmanship make Buster Browns *wear* longer, too. That's why, in the long run, you actually save money with Buster Brown Shoes. Priced 5.99 to 8.99, according to size. Higher Denver West. Buster Brown Division, Brown Shoe Company, St. Louis.

BUSTER BROWN 6-POINT FITTING PLAN

1. **Both feet are measured and the longer and wider foot is fitted.**
2. **Big toe joint is fitted to the widest inside line of the shoe.**
3. **Small toe joint is fitted to the widest outside line of the shoe.**
4. **One-half inch allowance is made from end of big toe to end of shoe.**
5. **Heel carefully fitted top and bottom.**
6. **90-day reminder for a size recheck.**



Nylon velvet and leather oxford on crepe sole. Black, red, green or gray nylon velvet.



Black patent swivel-strap slipper with ornamented patent bow; also in black suede.



Perky strap shoe with button trim. Aztec tan, black, blue or red smooth leather.



Ribbed leather gives a new look to this manly black or brown oxford.



Double T-strap for both dress and everyday wear in black, red or aztec tan leather.



Red nylon velvet skimmer with heart-cluster ornament; also in black or green nylon velvet.



Cuffed boot in suede-finish leather. Black, white, wild olive or desert sage; also black glove leather.



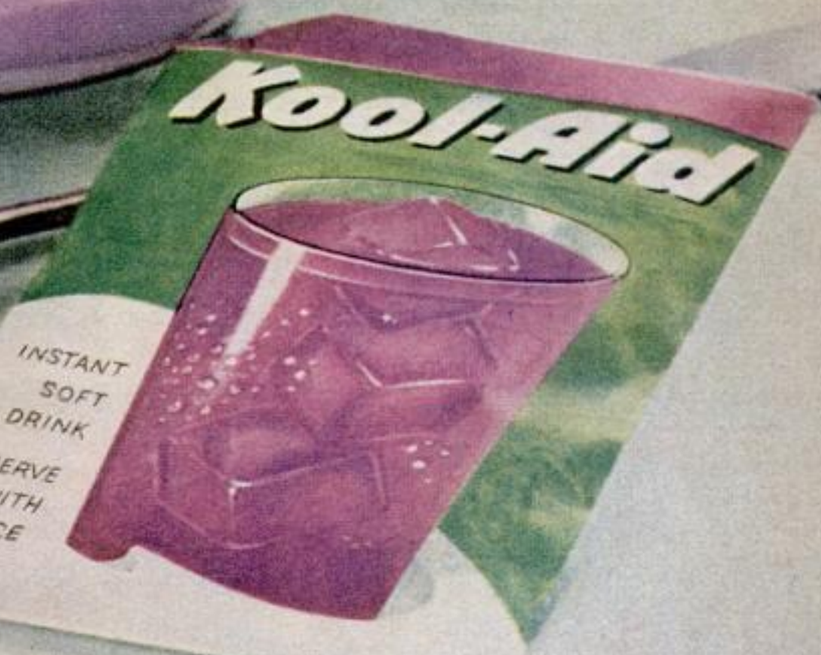
T-strap in red, black or aztec tan smooth leather. Dressy, yet practical.



Your Buster Brown retailer now has a complete selection of school styles in your child's size. For the Authorized Buster Brown Retailer nearest you, see the Yellow Pages of your phone book.

Copyrighted material

Don't anybody touch this cake—it's for dinner! The Kool-Aid's for now! —Mom





KOOL-AID is the Instant Soft Drink that most families like best. Tiny crystals of concentrated flavor burst into a pitcherful of pure refreshment. A package makes two quarts. General Foods Kitchens sees to its unvarying good quality.

KOOL-AID IS A REGISTERED
TRADE MARK OF GENERAL FOODS
© 1959 G. F. C.

Copyrighted material

EISENHOWER GUIDE TO HIS SOVIET GUEST

Telling what Khrushchev should see, he draws on familiar people and places

In his descriptions last week of the America he hoped Soviet Premier Khrushchev would visit—summed up in the headlines on the following pages quoting his remarks—the President of the U.S. issued a spontaneous declaration of what might be called the American quality, the traits of national character which he believes brought the U.S. to peaceful greatness. The vistas of America that the President wants Khrushchev to see are mostly sights with which he himself is familiar. In describing them, incidentally, he supplied LIFE with a script for its pictures. As his remarks suggest, the President hopes, as both guide and host, to impress Khrushchev with America and make a major contribution to world peace.

Ike is prepared to use the personal candor that has always been his strong point. He wants Khrushchev to understand, as in Moscow he hadn't of Vice President Nixon, that the President of the U.S. is, like most of his co-citizens, a self-made man. He suggested that Khrushchev visit people (*below*) in his home town of Abilene, Kan., who know the sort of work he has done. The manner of his statement underlined the fact that among all the people and places on Khrushchev's tour, he would meet no one as thoroughly American as Dwight D. Eisenhower himself.



PAUL ROYER



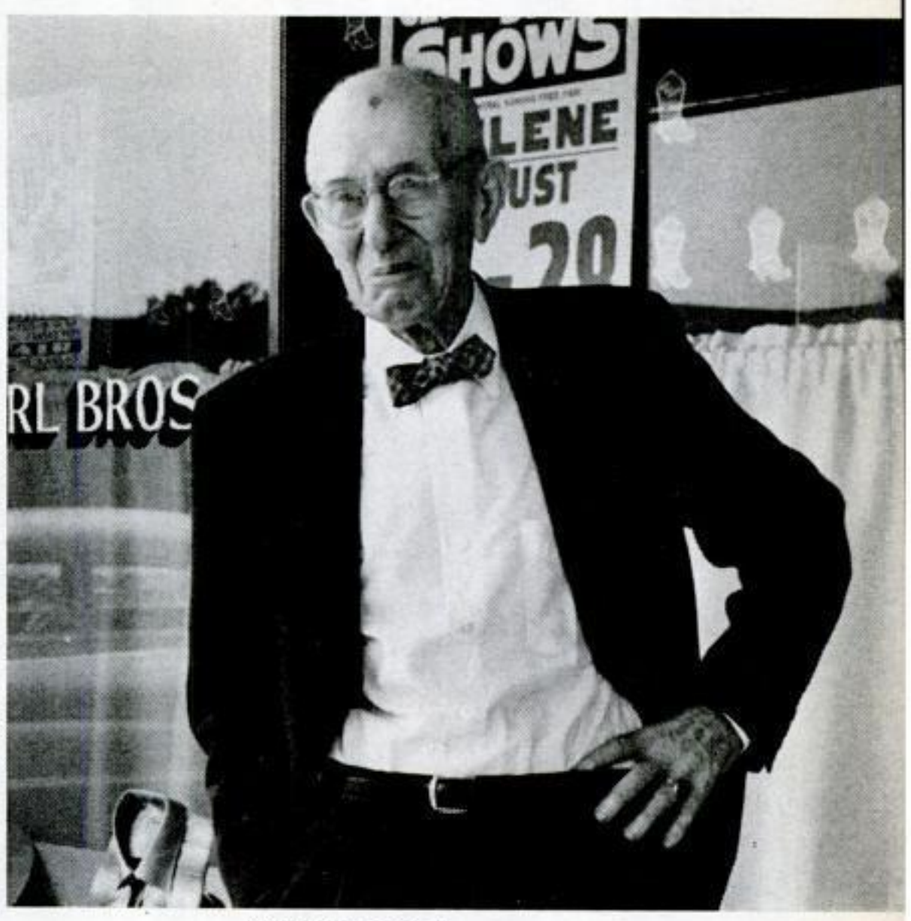


ISAAC PYKE



LEWIS CHRISMAN

LELIA GRACE PICKING



WILLIAM STERL

'I would like him to go into the little town where I was reared'

HIGH SCHOOL CHUM Paul Royer, now an attorney, worked at local creamery with Eisenhower. "Handling those 300-pound cakes of ice wasn't a boy's business," he says. "Those Eisenhower boys worked all the time. They used to cultivate that whole farm in addition to outside jobs."

CREAMERY COMPANION once in charge of ice cream manufacturing and now retired, Lewis Chrisman says Eisenhower "put in a lot of hours shoveling coal to fire the boiler. There was no such thing as an eight-hour day."

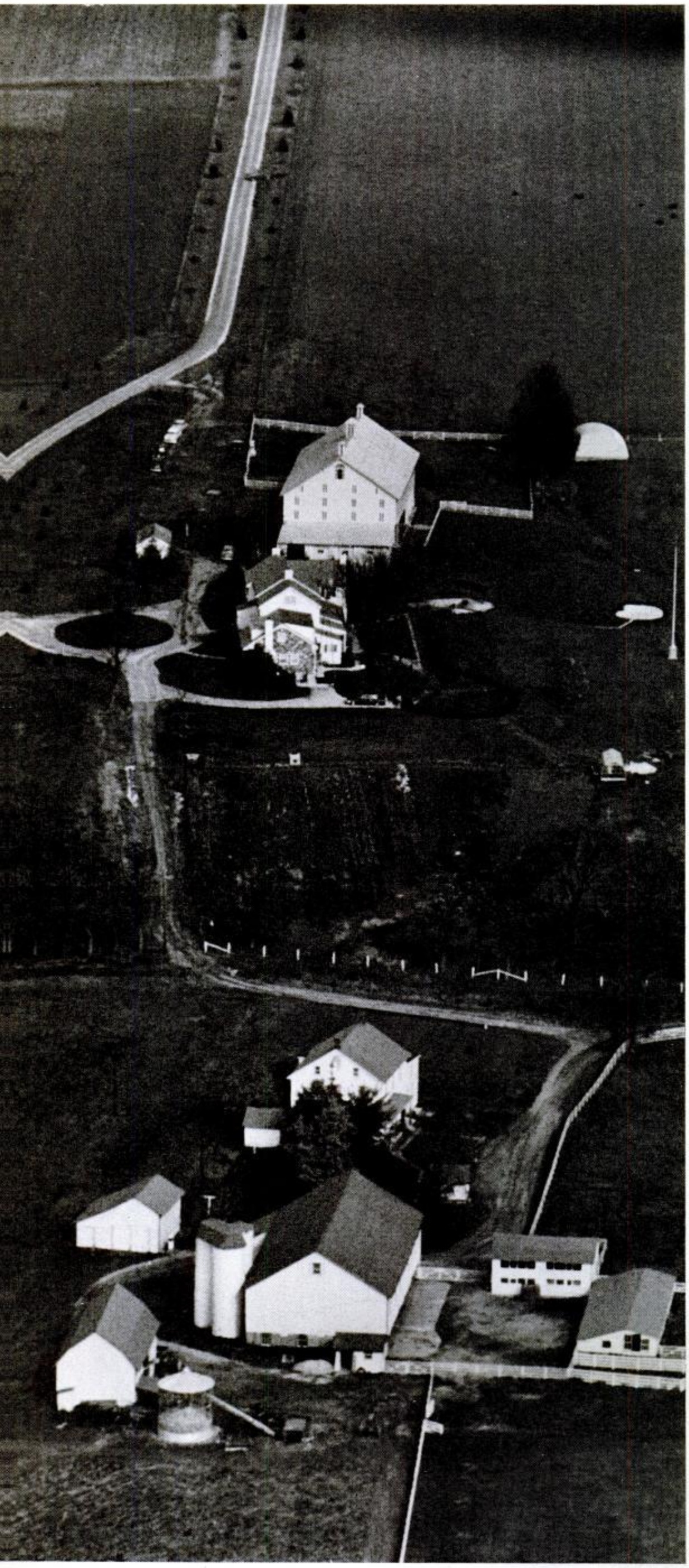
PRESIDENT'S CLASSMATE, shown above in her 1909 graduation dress, Lelia Grace Picking says, "Dwight wasn't able to go out socially very much because of his work on the farm and at the creamery. He never would have got through school if it hadn't been for milking those cows, and I know he worked just as hard at the creamery. As a student, he was earnest and purposeful."

SECOND COUSIN Isaac Pyke, who operates hotel elevator, remembers that when Ike was on creamery night shift he sat by one of the boilers and studied.

OLD FAMILY FRIEND, William Sterl runs a haberdashery and recalls that Eisenhower was a good boxer as well as a conscientious worker. "They were workers," he says of the Eisenhower boys. "They had a garden, sold truck uptown, worked up a list of regular customers. Our family bought from them."

CONTINUED 31

Copyrighted material



'He might want to come up to Gettysburg'

If Premier Khrushchev visited Eisenhower at Gettysburg he would see the President's lovely old farmhouse, stately but simple in the tradition of a hard-working countryside. He would also find that the Eisenhower farm is less guarded and more a part of the local community than his own walled estate outside of Moscow.

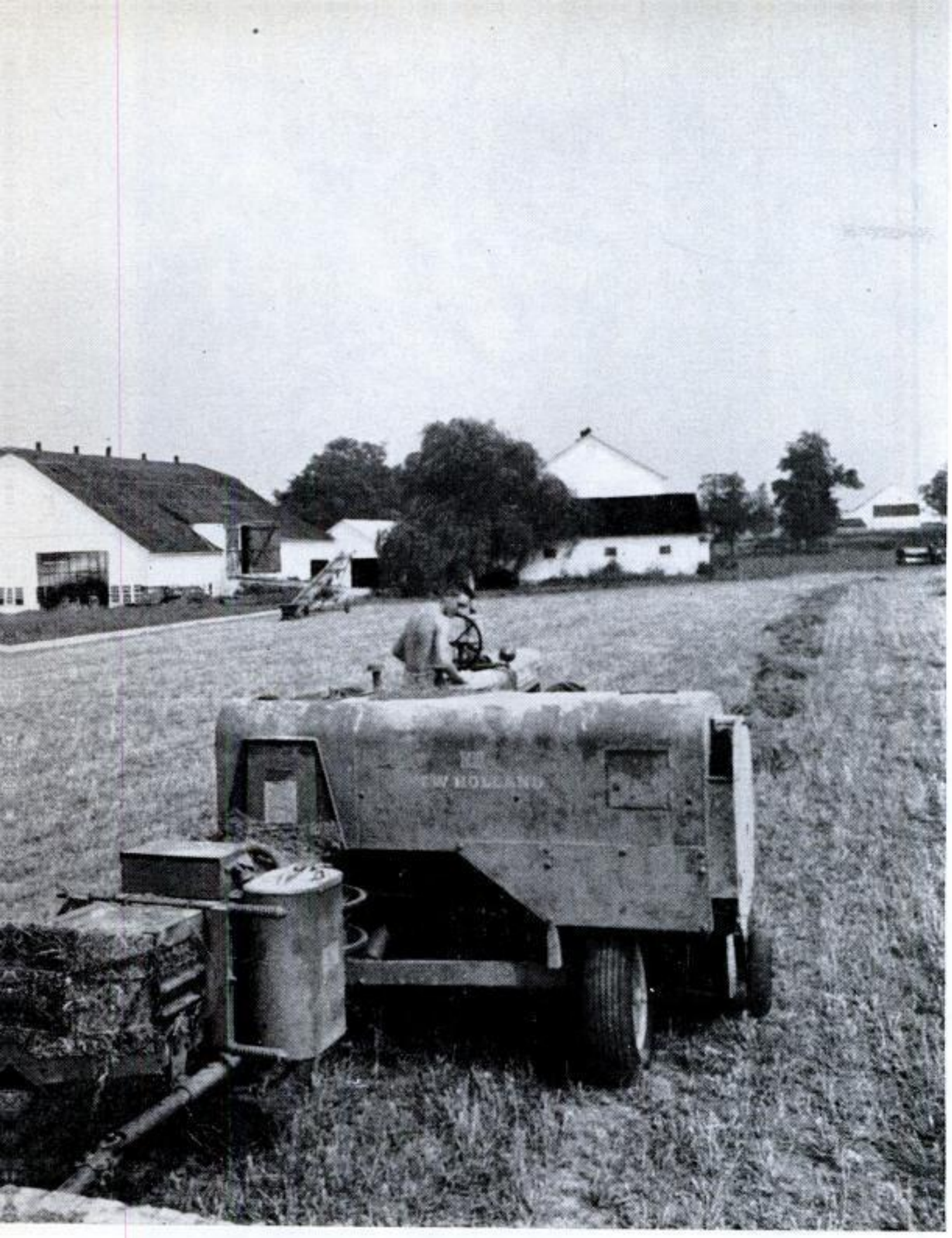


'Our farmers operating on their own'

Prosperous farmers like Ellis Mentzer (*above*) of New Holland, Pa. would welcome the chance of showing the Soviet premier the high productivity of land they own. Khrushchev could well compare the individual initiative of scientifically minded American farmers with the bureaucratic direction on Soviet collectives.

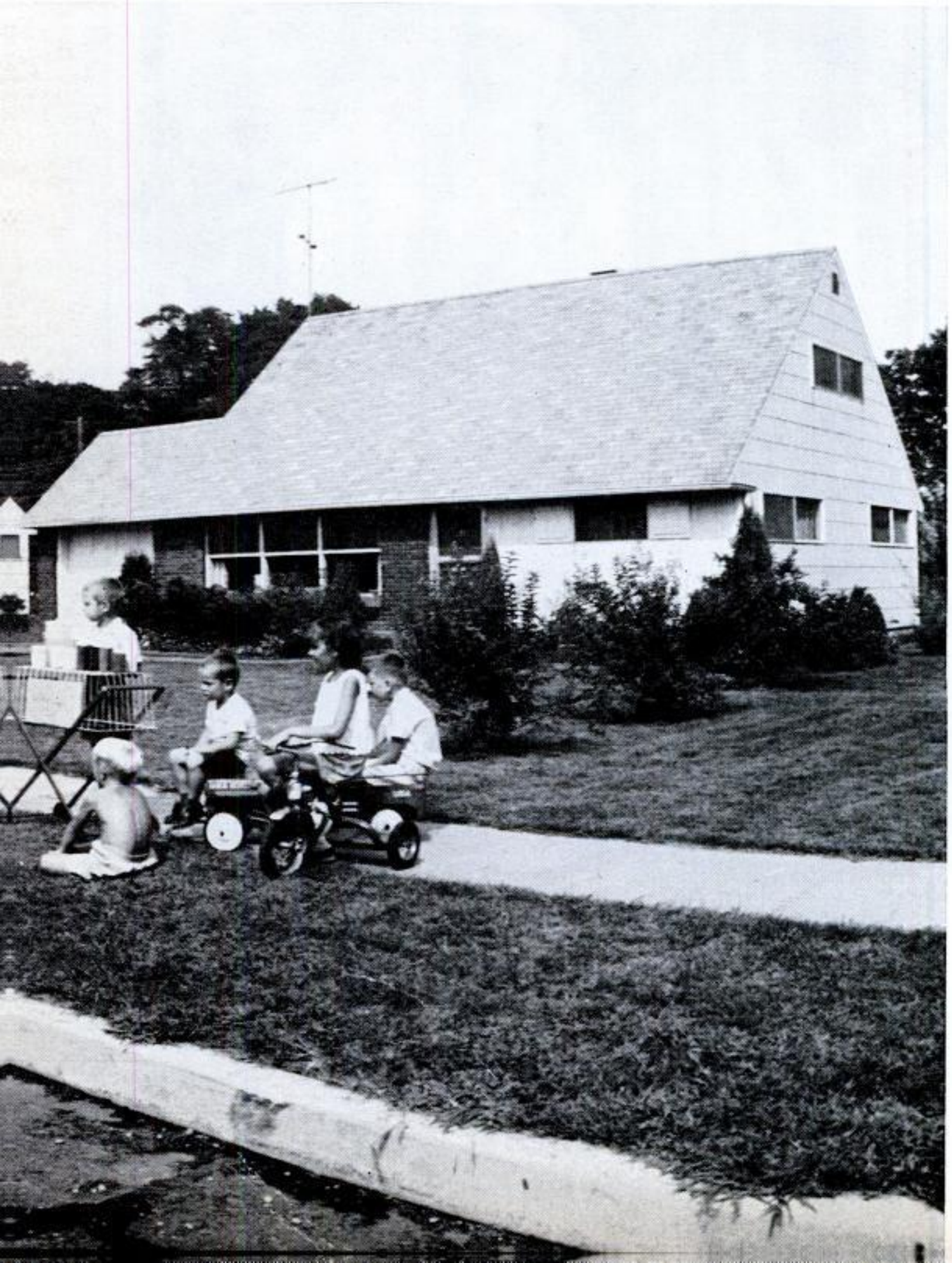


Copyrighted material



'I would like him to see Levittown'

By seeing $11,600 homes like those (*below*) in the huge Pennsylvania development, Khrushchev might have to swallow his view that the model house at the Moscow exhibition is "an exception." Eisenhower would like him to know that it isn't. He could not miss seeing "modest but comfortable" homes all around.





'I would like him to see our industry'

In Moscow the Soviet premier was incredulous when Nixon told him that U.S. citizens owned and operated 60 million automobiles. Eisenhower would like him to see not only the inside of an industrial plant but a whole lot of U.S. prosperity, like the parking area at the Ford Rouge plant in Dearborn, Mich. (*above*).

CONTINUED 33

Copyrighted material



'I want him to see a free . . . happy people'

At a Dodger game in Los Angeles, a vigorous umpire-baiter meets gentle disagreement from the couple in front of him. At any ball game, Khrushchev could see how freely U.S. people speak their minds "within limits that they must not transgress the rights of others." He could take the reaction to baseball disputes, if he would, as a good illustration of the way Americans argue about government, often trying to shout louder than their opponents, rarely trying to shut them up.

Copyrighted material

Certified... BEST BUY QUALITY STYLE COMFORT

Values like these are the reason why you can

BE CONFIDENT with KROEHLER



You'll enjoy a bright new outlook on life from the very moment the luxurious new "Outlook" Group by Kroehler comes into your living room! And you'll love the deep cushioned comfort, the long-life construction, the superb tailoring...value you can expect only from the world's largest furniture maker. See your Kroehler Dealer now!

The "Outlook" Group

world's largest furniture maker

KROEHLER

General Offices: Naperville, Illinois • In Canada: Stratford, Ontario

Copyrighted material

Congratulations, chef . . . it's just right!

"Good for you!"

SIZZLING AND PERFECT! Now relax with your guests. Pour yourself a rewarding glass of beer. So good and satisfying . . . and it really picks you up, too. Beer goes so graciously, so naturally with a barbecue. And it's such a nice compliment to your good taste.

United States Brewers Foundation

AMERICA'S OLDEST INCORPORATED TRADE ASSOCIATION—CHARTERED 1862

Copyrighted material



Barbecue time is an "ease-up" time, a wonderful way to relax from the pressures of the day.

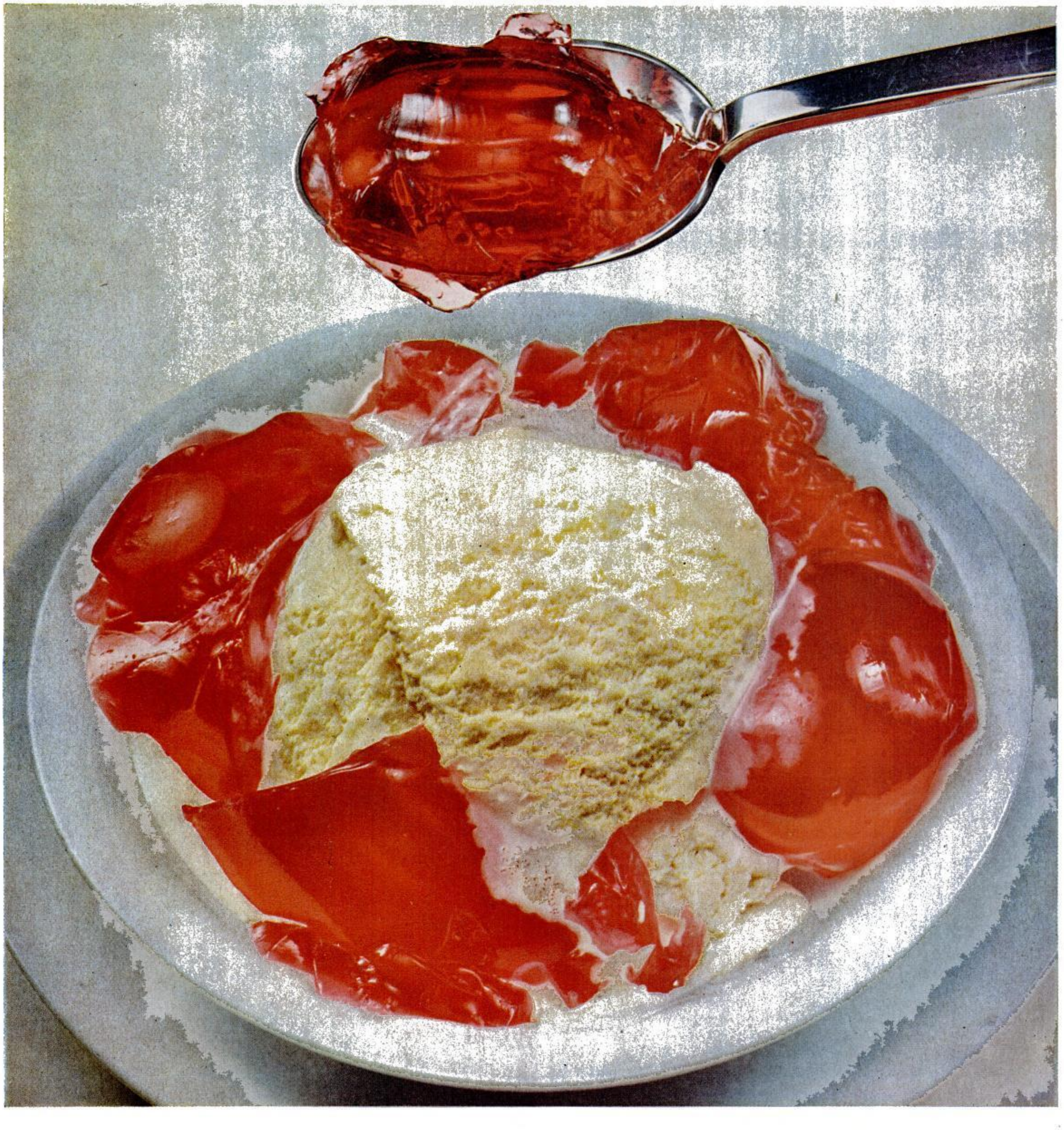
And how welcome beer is, too. Made entirely of wonderful healthful things. Nature's own choice barley malt and hops. Minerals. The purest water.

That's why a good wholesome glass of beer perks you up and won't let you down.



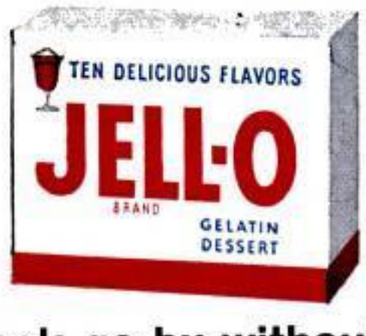
Beer Belongs—to the fun of living!

Copyrighted material



It's National Jell-O-At-Its-Sundae-Best Week!

You could write a book about the way fruit-flavory Jell-O goes with the creamy-richness of ice cream. And there would be ten chapters . . . one for each delicious Jell-O flavor! Just spoon it on . . . the more Jell-O, the cooler. Try Jell-O at its sundae best tonight!



Don't let this week go by without JELL-O

Jell-O is a registered trade-mark of General Foods Corp.

Copyrighted material

A MOTHER'S SUDDEN VISION OF DISASTER



IN the French town of Bruay-en-Artois the townspeople gathered to watch the heel-and-toe racers in the *Grand Prix des Houilleurs*—a walking contest for coal miners. Newspaper Photographer Yves Kerlidou waited with camera aimed down the street for the appearance of the walkers. But what came instead was a heart-stopping moment of drama. In his camera Kerlidou caught the sudden anguish of a mother frantic with fear for her child. A tiny Citroën auto had been moving slowly down the street. In one harrowing instant a little girl darted squarely into its path. The child was knocked screaming to the pavement. The car screamed to a halt, its occupants barely grasping what had happened. Clutching her other child, the terrified mother dashed forward. Happily, she found her daughter had been barely brushed and hardly bruised.

Copyrighted material

AS THE JEERING, FLAG-WAVING VANGUARD BEARS DOWN ON HIM, LITTLE ROCK'S POLICE CHIEF GENE SMITH, ERECT AND IMMOVABLE IN FRONT OF HIS MEN, HALTS

LITTLE ROCK'S CHIEF STOPS THE 'SEGGIES'

Little Rock's citizens, weary of closed schools and industrial doldrums, last week had their school troubles where they belong: in the hands of their school board and the local police. Ignoring threats, the board had placed six Negroes in two desegregated high schools, opened them early to forestall any countermove by Governor Faubus. Law and order was left up to Chief of Police Eugene Smith.

On opening day some 200 "seggies," as Little Rock calls the segregationists, fired by speeches from the capitol steps, marched on Central

A FEW MINUTES LATER, FIRE HOSES, HELD IN RESERVE ACCORDING TO CHIEF SMITH'S PLAN FOR JUST SUCH AN EMERGENCY, SWEEP THE STREET CLEAR OF THE

Copyrighted material



SEGREGATIONIST PARADE WITH GESTURE OF HIS OUTSTRETCHED HAND

High. A block away from the school the seggies found Smith quietly waiting for them in front of a barricade of police. The mob tried to break the line but was scattered by billy clubs and fire hoses. Next day, as integration proceeded smoothly, peace returned to Little Rock, leaving Smith to ponder Governor Faubus' tribute: "We have a new hero in Little Rock now. His name is Police Chief Gene Smith. He can be very proud of his record." Governor Faubus spoke sarcastically. But law-abiding citizens believed his words literally fit the case.

MOB WHO SCATTER FOR SHELTER (LEFT) BEHIND TREES AND UMBRELLAS



CONTINUED

Keeps hair in place around-the-clock!

Fights dandruff hour after hour!



NEW! A scientifically medicated formula that fights dandruff... moisturizes your hair and scalp to stop dryness, even under the hot summer sun! And 'TOP BRASS' is 100% non-greasy. You can use it day after day without any grease build-up *at all!*

© 1959 Revlon, Inc

From the Men's Division of Revlon

Copyrighted material

FRUIT OF THE LOOM



BOYS' STRETCH SOCKS

ONE PAIR 39¢

100% NYLON



Sanitized® FOR HYGIENIC FRESHNESS

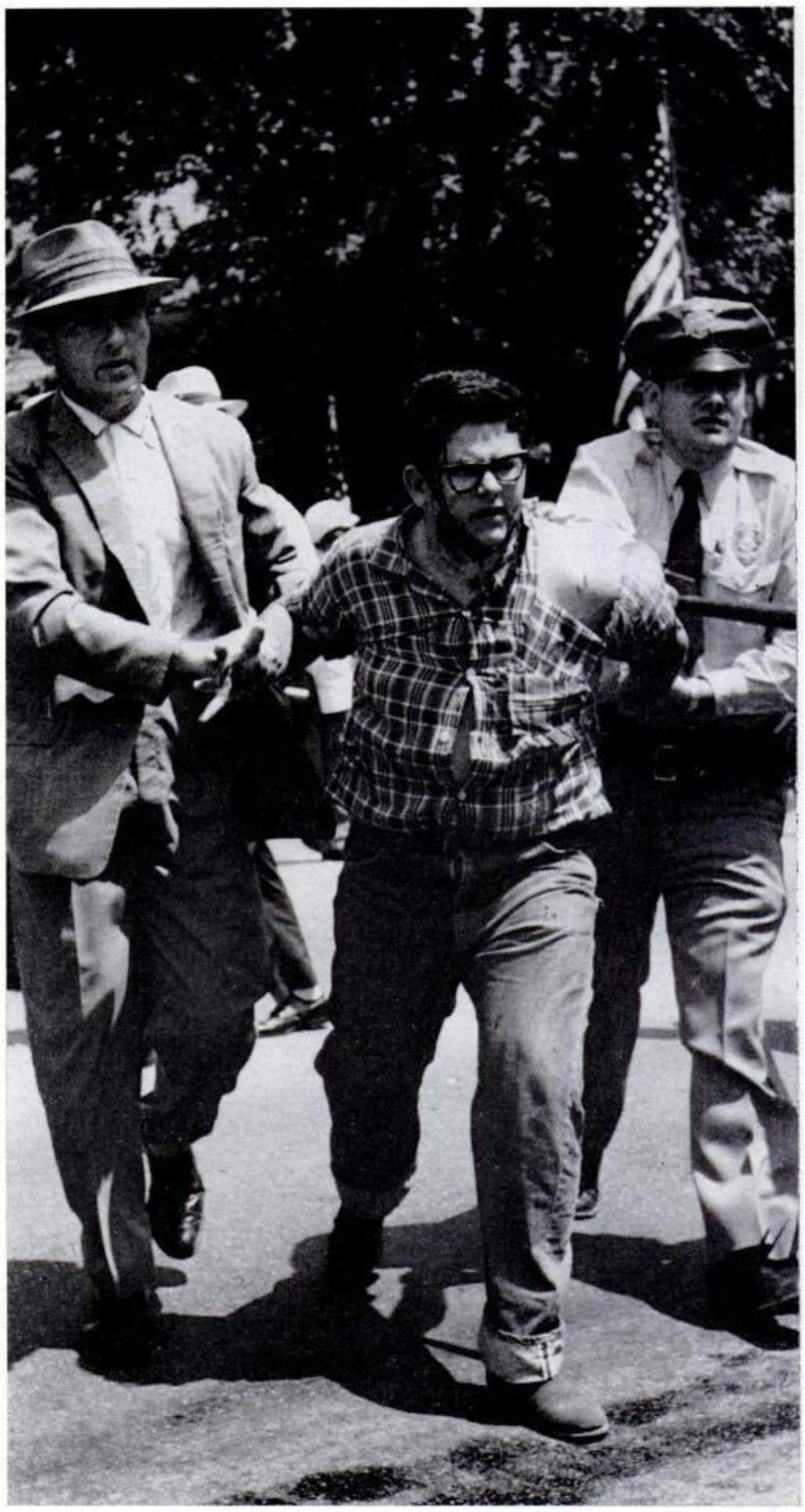
your child needs the socks that grow!

There's a lot of growing-power inside every box of Fruit of the Loom Socks! You see, these famous stretch socks "grow" in size right along with growing feet. They never wrinkle or rub, never bind or bunch. And they're Sanitized® for hygienic freshness, and to stay free of odor longer. No wonder they are commended by Parents' Magazine and money-back-guaranteed by Fruit of the Loom. At all F. W. Woolworth stores, department and variety stores near you.



for infants, boys and girls from 39c

KAYSER-ROTH HOSIERY COMPANY, INC., ® DIVISION OF KAYSER-ROTH CORPORATION



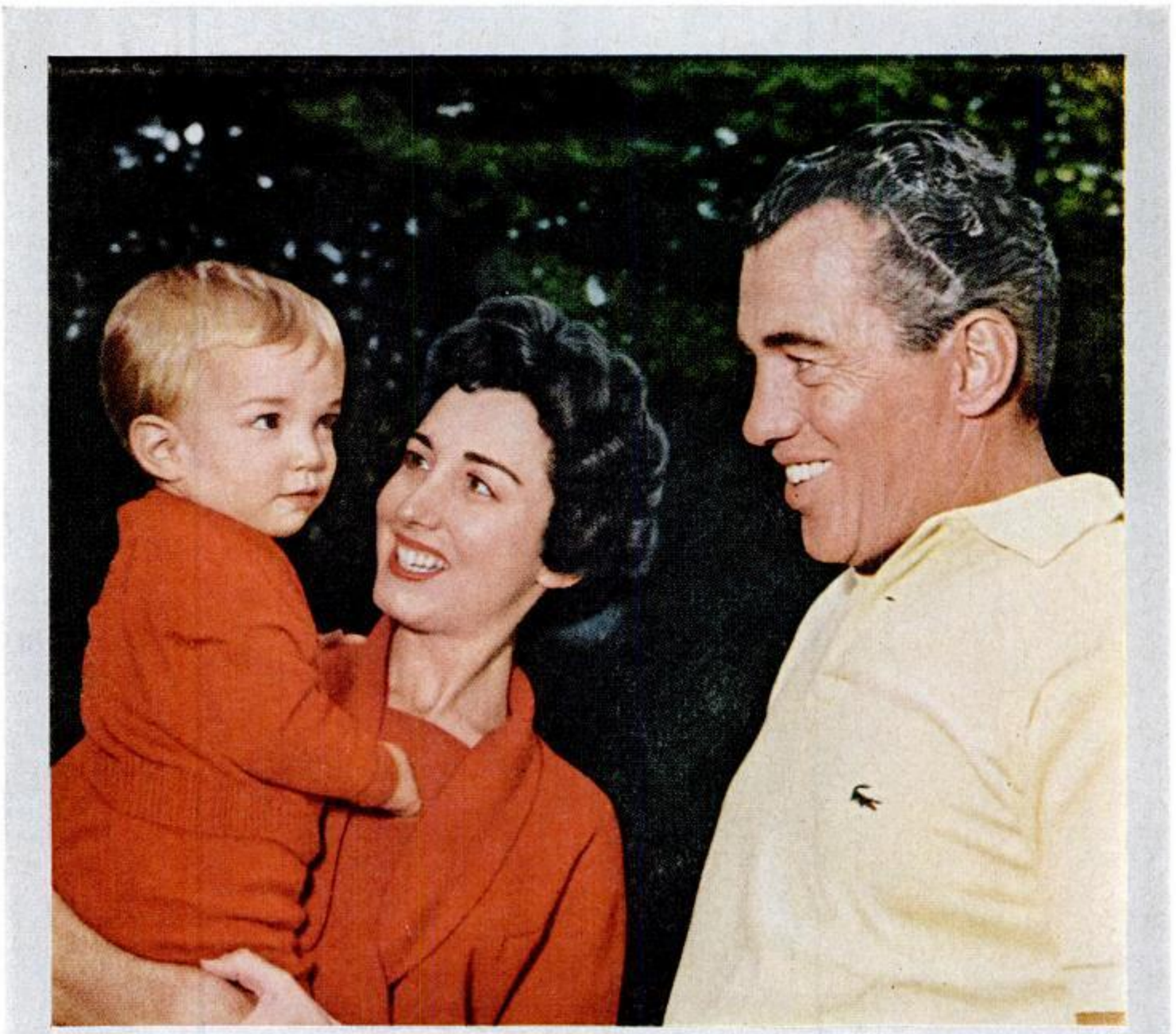
BLOODIED "SEGGIE" Calvin Parish, 18, had swung at a policeman who tapped him on the head with billy club. Police arrested 24 demonstrators.



SAFELY INTEGRATED, Negro students Elizabeth Eckford, 17, and Jefferson Thomas, 16, leave Central High under eyes of their white schoolmates.

Copyrighted material





"**Every Saturday** we visit the grandchildren. Here, our Betty holds two-year-old Vinnie. I had an 11-by-14 enlargement made for the proud grandfather on the right."

Mrs. Ed Sullivan says: "Easy? You can take Kodacolor snapshots like these...the first time you try!"

Grandmother of three had never snapped a color picture . . . got beautiful shots with Kodacolor Film. Let it save your fun this weekend!

"My husband was always our photographer," says Mrs. Ed Sullivan. "Then one day he handed the camera to me. I didn't know he had color film in it. Still my pictures came out so nice and clear. What lovely colors, too! Must be the Kodacolor Film. It can't be me!" (Tried Kodacolor in *your* camera yet? It can be processed locally in many cities, or by Kodak. Ask your dealer.)





"**Robbie, 5,** has always called Ed 'Gobka' for 'grandpa.' These Kodacolor pictures convinced me not to wait for big occasions to take snapshots."



"**Carla is sure** *every* grandpa has a TV show. She'll be four soon. Imagine—a snapshot like this from a Brownie Camera and Kodacolor Film!"



"**Ed is a low-80's golfer.** And see how natural he looks in this picture! Kodacolor colors really are *real!*"

See Kodak's "The Ed Sullivan Show" and "The Adventures of Ozzie and Harriet."

EASTMAN KODAK COMPANY, Rochester 4, N. Y.

Kodak
TRADEMARK

Copyrighted material

"The best to you each morning!"—from Kellogg's of Battle Creek

All this and nourishing, too... A great to-do has been made over the way these crispy little morsels "Snap! Crackle! Pop!" at you when the milk or cream reaches 'em. Not nearly enough has been said about the good, good nourishment of rice you take on when you eat 'em.

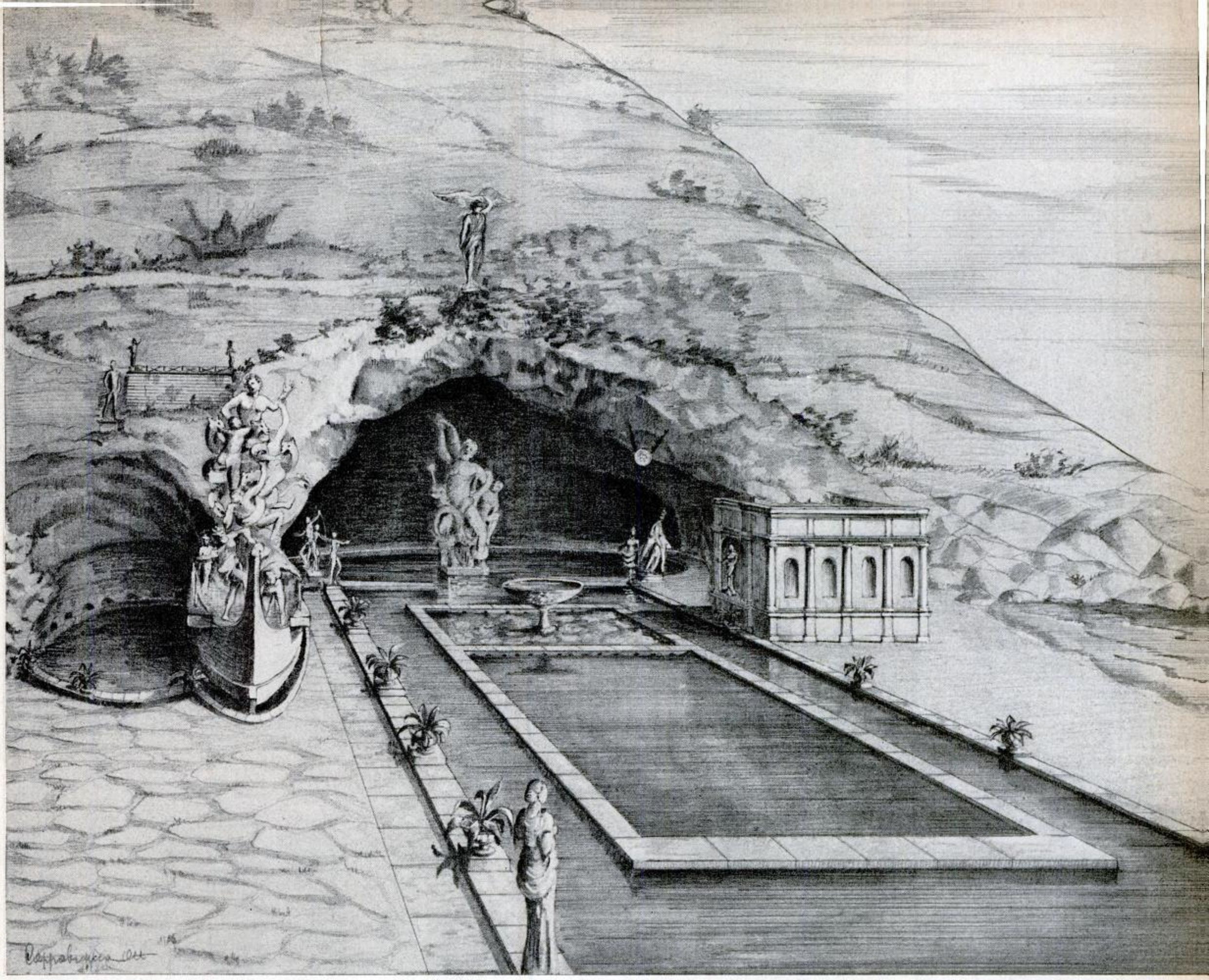
"They snap with energy,
Crackle with fun,
Pop up the muscles
For everyone."



Kellogg's RICE KRISPIES

© 1959 by Kellogg Company. Rice Krispies is a trademark (Reg. U. S. Pat. Off.) of Kellogg Company for its oven-toasted rice.

Copyrighted material

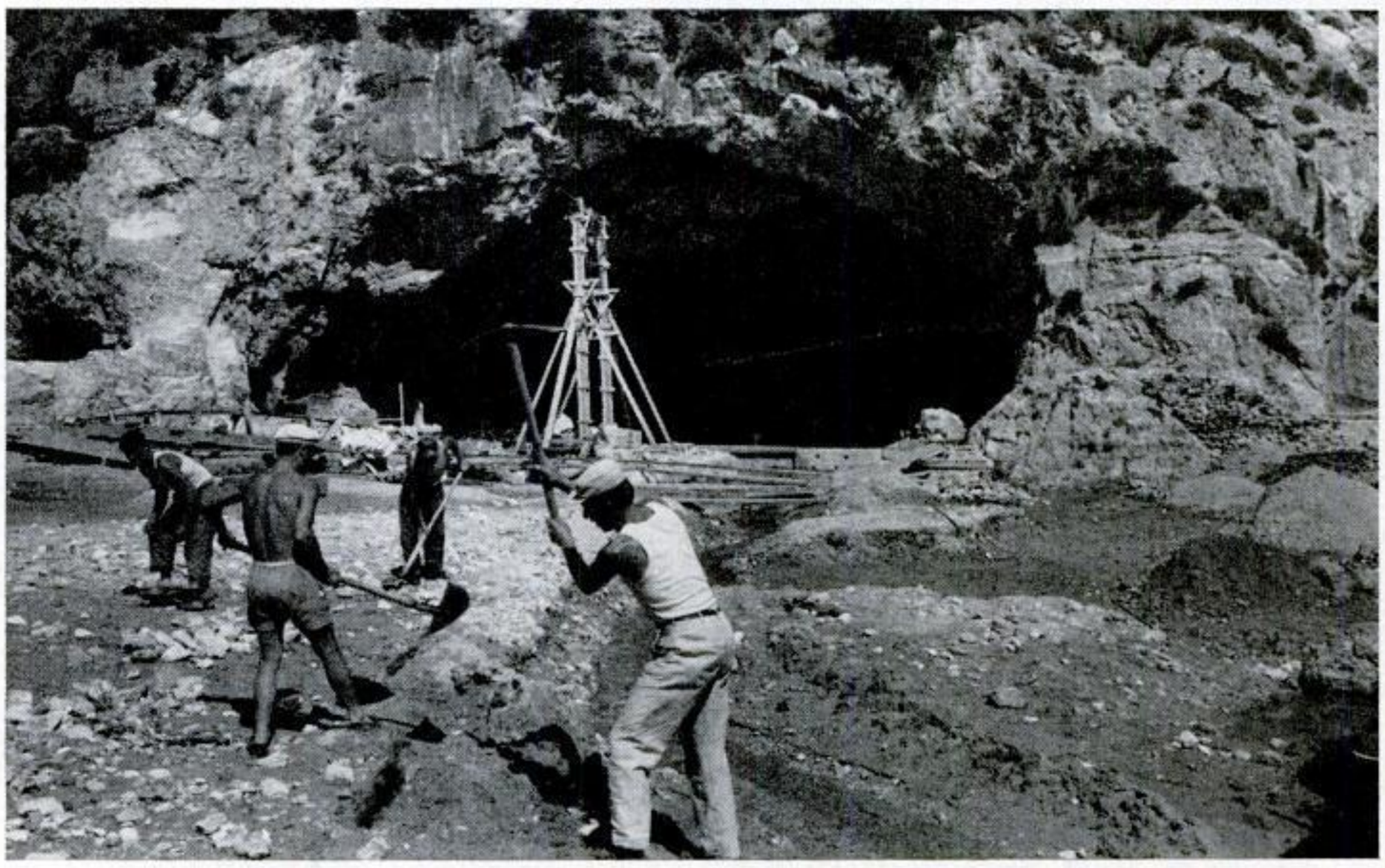


ORNATE POOLS, HEROIC STATUARY AND SMALL TEMPLE DECORATE CAVE IN THIS RECONSTRUCTION OF HOW ROMAN SEASIDE MUSEUM MIGHT HAVE LOOKED

The Secrets of a Roman Cave

The major mystery surrounding a huge seaside grotto near Rome is finally being cleared up by archaeologists, who hold the cave was a lavish First Century aquatic art gallery. Two years ago the cave at right (and in reconstruction above) yielded remains of several superb classic carvings (LIFE, Dec. 2, 1957). Since then scientists have uncovered 6,000 more fragments which, they now think, were part of a unique museum where patricians of Rome enjoyed a satisfying mixture of beach picnic, fortunetelling and art.

The cave mouth seems to have been decorated with a disk-shaped mobile and heroic statues of Ulysses battling a sea monster (*left, in sketch*) and Ganymede abducted by an eagle (*above entrance*). In and out of the cavern trickled complex waterways. By watching the behavior of fish in them, priests foretold the future. The interior was an ornate art gallery where marble serpents crushed their mythical victims (*above, center*) and satyrs leered in stone at the parties of pleasure-loving Romans. Rome's Christians, horrified by the pagan scenes, later apparently shattered the carvings into the thousands of priceless fragments found today.



REMAINS OF POOL, shown in drawing above, are found by workmen exposing waterworks in sand at front of cavern. Grotto, at Sperlonga, was probably used as banquet hall by the Emperor Tiberius.

CONTINUED

Copyrighted material



You'll really be swingin'—in the newest "Go" Clothes going! Tapered Slacks by Lee—in the newest styles going! They're shaped to swing right with you. No excess bulk . . . room for action where you need it. They move with every step you take! You'll go for both fast-action styles! Feel free! They only *look* expensive! **Continental** (shown in blue) . . . with the new beltless look—extension waistband, side-strap adjustments, plain front. In washable combed polished cotton . . . only $5.95. **Classic** (shown in beige) . . . has the new cord look—blind-stitched belt loops, dress-style waistband, flap back pockets. In washable combed polished cotton . . . only $4.95.

Leesures® by Lee

The H. D. Lee Company, Inc., Kansas City, Mo.—©1959.

CAVE'S TREASURES



PENSIVE MINERVA, her helmet pushed back, is one of 22 heads found in grotto. Made of fine white Greek marble, statue may have been in one of the cave's side chambers. All statues presumably were carved by Greek artists for the Romans.



ANGUISHED SAILOR is believed by Professor Giulio Jacopi, excavation director, to be in toils of a sea monster. The head seems part of a gigantic sculpture group at the cave entrance that shows Ulysses and crew in a ship, fighting Scylla.



KIDNAPED GANYMEDE, framed by wing of eagle which snatched him from earth, is examined by work supervisor Fulvio Vettraino. In mythology, Jove so loved Ganymede's beauty that he abducted him to be his cupbearer. Statue probably stood above cave mouth, as though bird were flying away.

Copyrighted material

The long, **wide** taste of Dr Pepper



A description for folks who've never had the pleasure first hand.

Dr Pepper is a very *m-m-m-m* flavored soft drink, with a bit of iciness around the edges. It's sparkly and playful, and glad to the taste. The fruit formula is secret, but there's no disguising the *live-it-up* feeling it gives you inside.

Dr Pepper isn't one of those timid, tip-of-the-tongue drinks. It has a taste that's W-I-D-E enough to cover the far corners of a big thirst . . . L-O-N-G enough to reach clear down to where laughter begins. There's nothing else in the long, wide world that tastes like Dr Pepper.

If Dr Pepper isn't sold where you live, you have two choices: you can move—lock, stock and barrel—to a more fortunate locale. Or you can wait till it does come to your town. With so many people asking for Dr Pepper, chances are it won't be very long.

Listen to "Pepper-Upper Time" starring Eydie Gorme on ABC radio network

DR PEPPER COMPANY • DALLAS, TEXAS

10 2 Dr Pepper 4

frosty, man, frosty

©Dr Pepper Company, 1959

Copyrighted material

The Big Green

(who practically invented peas)

brings you a brand new one



Peas with tiny onions. The Green Giant comes up with a new taste in peas. Very young, medium small early peas mixed with delicate imported onions and a touch of gourmet seasoning that brings out the best in both. Try them. New Green Giant Brand early peas with tiny imported onions.

Copyrighted material



Famous big ones now better than ever! The Green Giant does it again. He's taken the best-loved peas in the land, his great big sweet ones, and made them even better. He invented a brand new breed of seed that gives them even more flavor, more sweetness, more tenderness. Tasting is believing. Green Giant Brand great big tender sweet peas.

GREEN GIANT

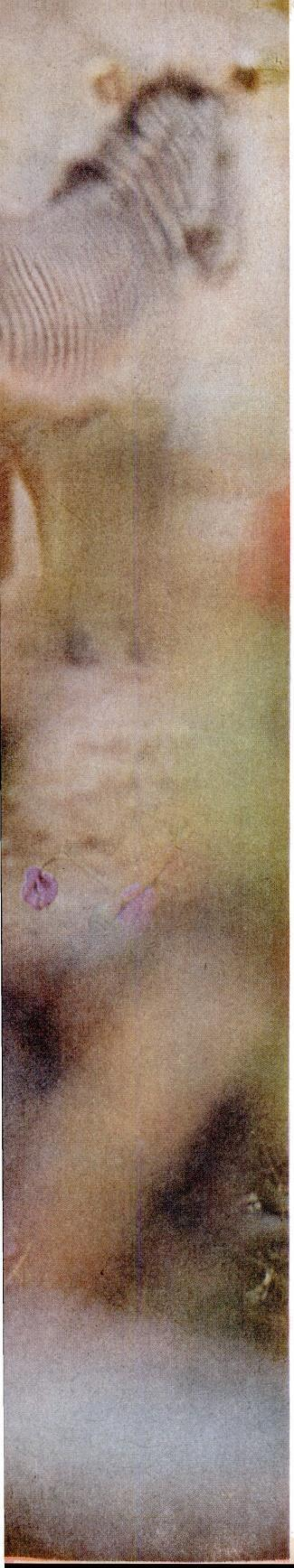
BRAND

GOOD THINGS FROM THE GARDEN

Green Giant Company, headquarters, Le Sueur, Minnesota; Green Giant of Canada, Ltd., Tecumseh, Ontario. "Green Giant" Brand, Reg. U.S. Pat. Off. © GGCo.

Copyrighted material





A Zoo Habitat for New Styles



Zebras, like fingerprints, never have identical markings, so no two zebra coats will ever be exactly the same. This one is made of a single hide, with the spine up the back and stripes worked horizontally to the front. It is lined in white satin and was designed by Brooks for Henri Bendel. It costs $1,500.

Camel hair comes only from two-humped camels, which never have to be shorn because their hair falls out naturally. This dressy camel hair evening coat by Hannah Troy is double-breasted with a deep cape collar. It is worn over a sequin sheath. Coat and dress each cost $225.

The most elegantly dressed women in the world this fall will look most at home in a zoo. This season top designers have hunted through the animal kingdom for inspiration and come back with the hides of zebras, the plumage of peacocks and the patterns of giraffe skins. They have used furs that have not been seen outside a menagerie before. They have made rare animal prints, fabricated new fake furs and created dresses with so many feathers that they look as if they could fly.

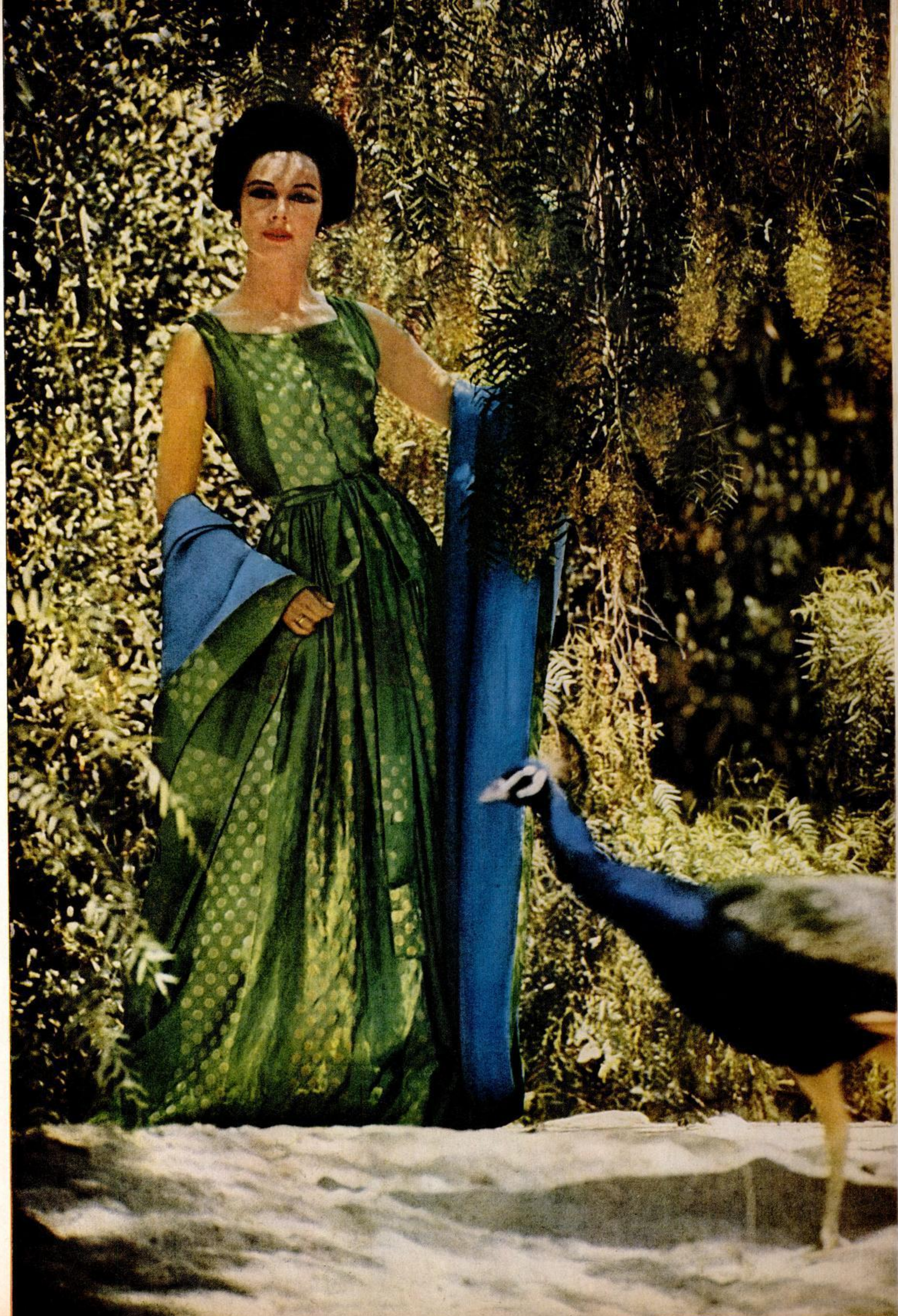
The haunts of these elegant creatures will be the city streets and the season's most dressy parties. Here they are shown in the San Diego zoo. Recently Marston's store in San Diego staged a fashion show at the zoo and LIFE's Gordon Parks went there to photograph these day and evening fashions in their natural habitat.

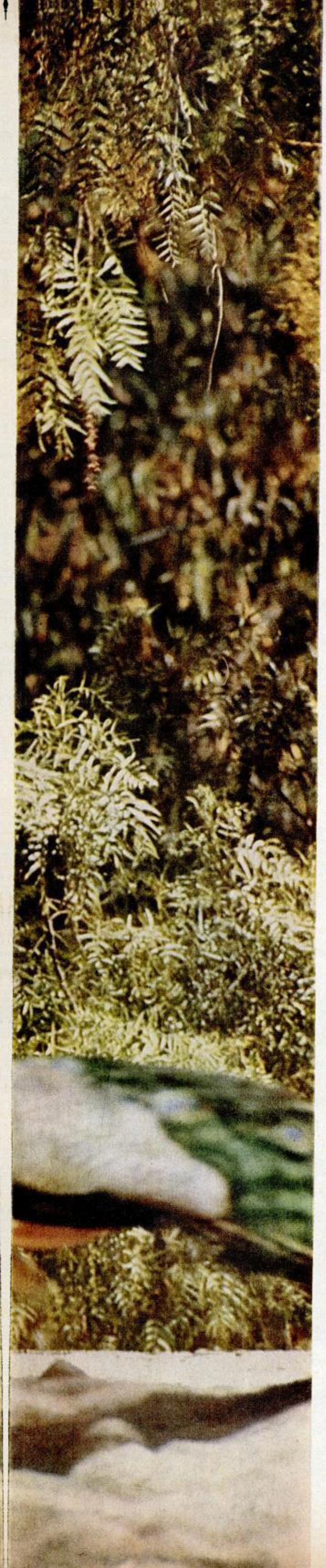
Because many of the furs and fabrics are so exotic in themselves, the lines of the clothes are simple. When familiar materials, such as camel hair, are used they are dramatically styled. Those shown here are expensive. A zebra on the hoof costs $150, but when Designer Donald Brooks adds his touch (*left*) it brings $1,500. Less costly zebra prints, however, are already turning up and more inexpensive variations will follow.

Photographed for LIFE by GORDON PARKS

CONTINUED

Copyrighted material



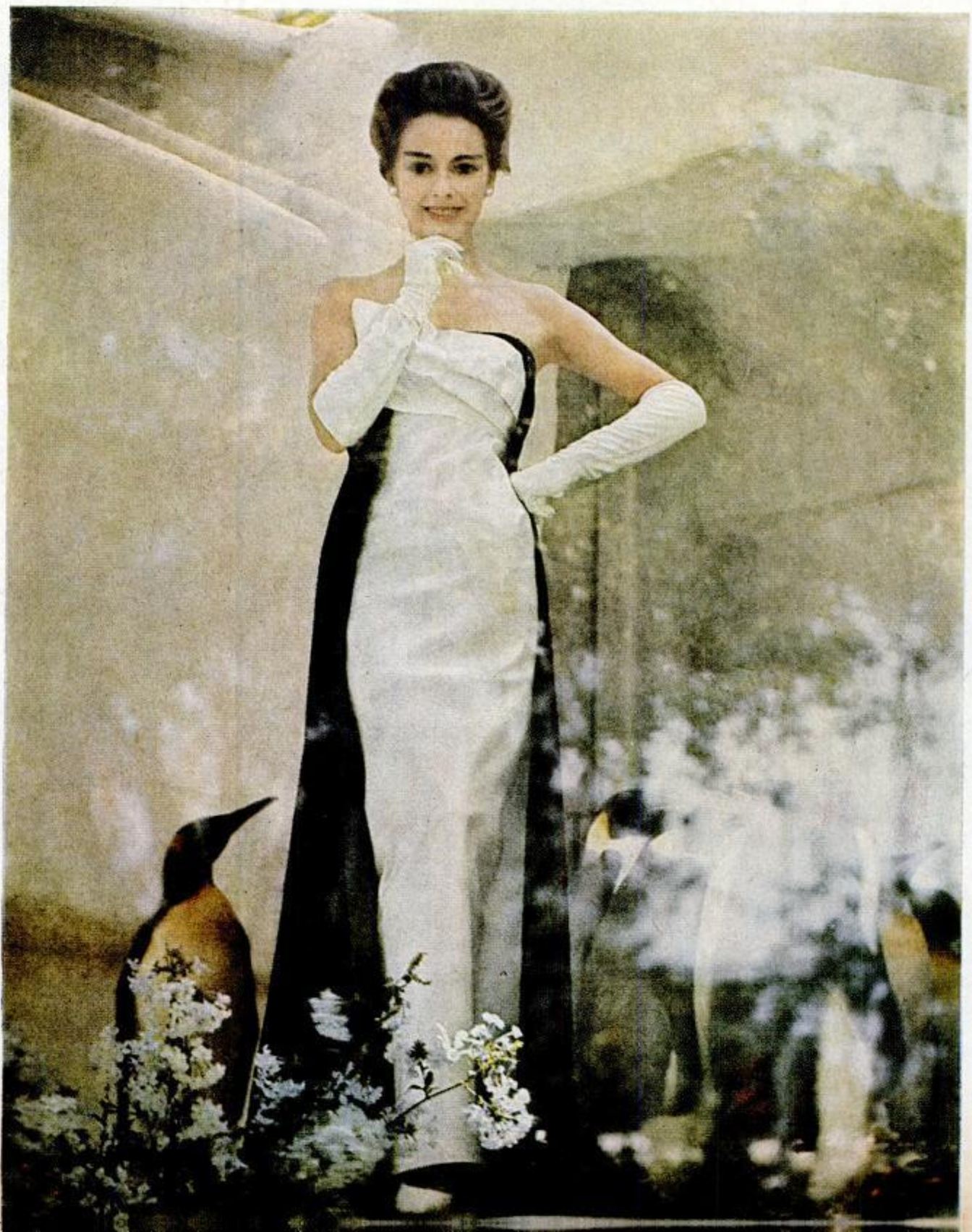


Feathered dress with a skirt of ostrich and a top of taupe satin (Maurice Rentner, $500) perches in a bird feeder. Ostriches are the world's largest birds. They have a reputation for scaring easily, but they can be very vicious and roar like lions.

Opalescent colors of a peacock's train occur in an evening dress and stole made of a fabric inspired by Indian sari silk (Donald Brooks, $235). This peacock is also from India and struts freely around the zoo grounds.

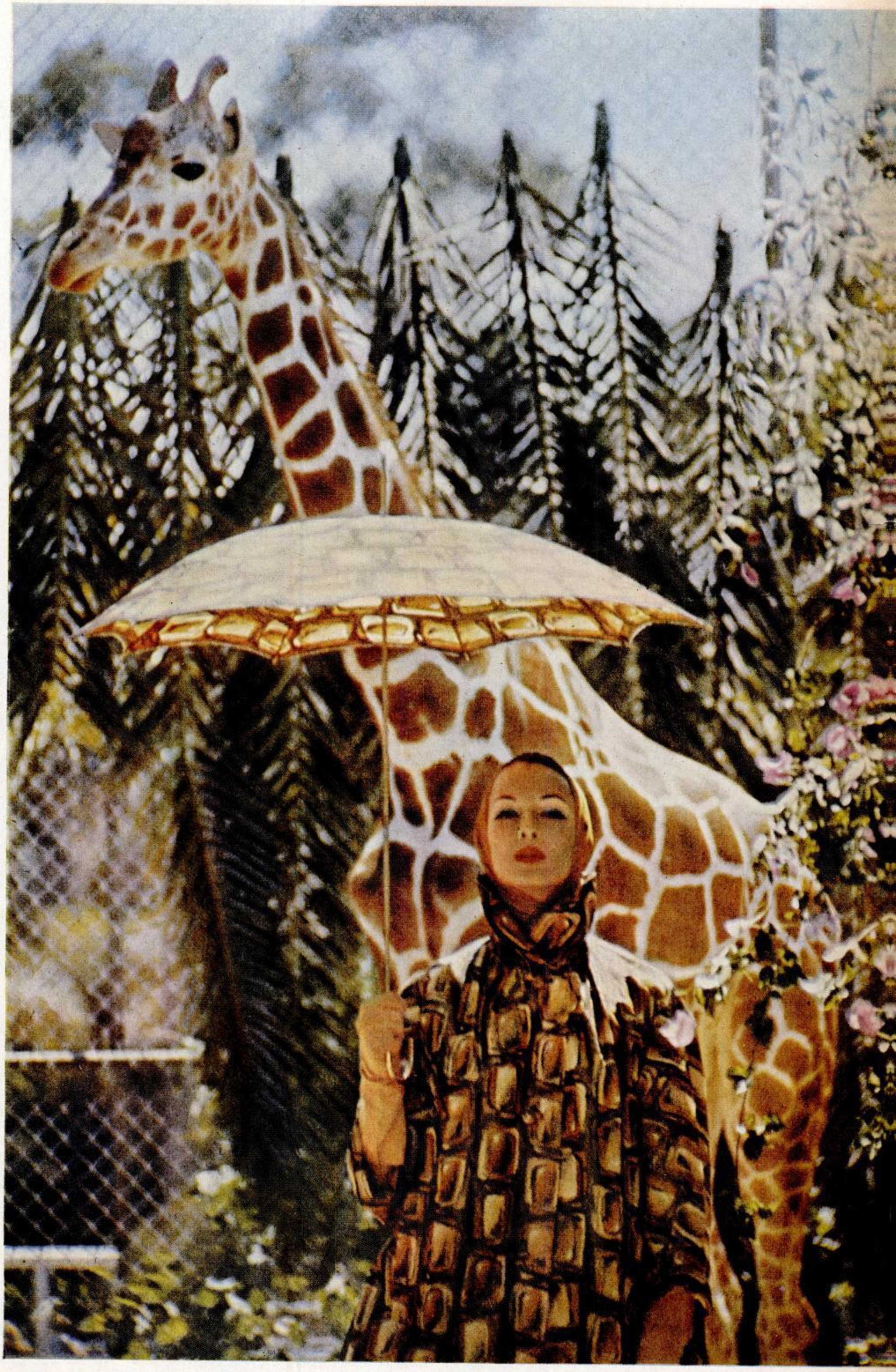
Formal coloring of penguins is echoed in Ceil Chapman's evening dress. The dress has a white satin draped front and a black velvet panel back ($200). Matching penguins are king-size and come from the Antarctic.





Copyrighted material





Fuzzy polar bear fur at left is made by machine, as are many other fake furs including mink, beaver, raccoon and fox. This "bear" coat fastened with oversize wooden buttons is of white Orlon (Arthur Doctor, $55). Bears are the largest fur-bearing animals and weigh up to 1,600 pounds, but the cubs (*above right*) when born are only 10 inches long and weigh one pound.

Geometric giraffe skin, the newest animal print, continues a fashion that began several years ago with leopard print. This raincoat is of waterproofed pure silk and is made in France (Siret-Fouks, $125). The giraffe, the tallest of all animals, grows as high as 18 feet. It is not mute, as commonly thought, merely reticent.

CONTINUED

Copyrighted material



Spotted cheetah, the only member of the big cat family whose markings are scattered at random, is used by Sarmi in an overblouse ($795). Under it is a long crepe dress which moves with catlike ease.

This sleek hair seal coat resembles the silky coat of a black leopard. It has a fox collar and tuxedo front (Donald Brooks, $1,000) and its narrow svelte lines have a decidedly feline feeling.



BLENDED WHISKEY • FULL 86 PROOF • 65% GRAIN NEUTRAL SPIRITS • © 1959 CALVERT DIST. CO., N. Y. C.

Calvert has more Power to Please

...because it's the whiskey only the Hand of Skill can blend!

Bring out the Calvert Reserve, pour a round or two, and watch what happens. Goodfellowship warms the room; tensions melt away with the ice in your drinks and even an ordinary meeting becomes a party! Calvert Reserve has far more power to please because it combines easy-going taste with full whiskey strength. Try it yourself, tonight!



Calvert Reserve

Copyrighted material

SPORTS

THE GIANTS' NEW WILLIE

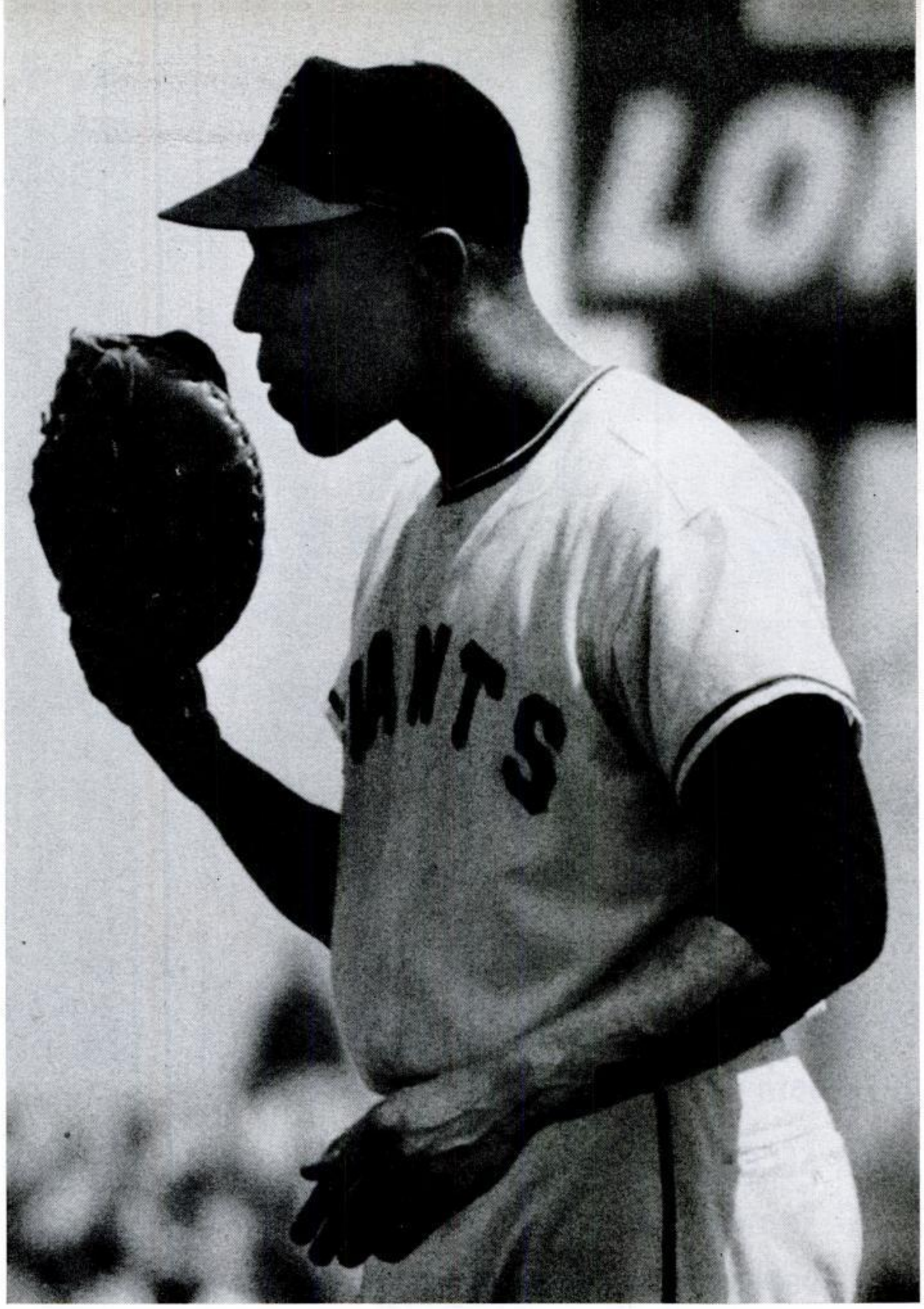
McCovey's winning bat puts team back on top

In second place after leading the league for nearly a month, the Giants looked like a sick team, weak from a batting slump which cost them four games in a row. The antidote was as effective as it was sudden: a batting spurt by a 6-foot 5-inch 21-year-old left-handed first baseman named Willie Lee McCovey, who until that week had played his baseball for the Phoenix Giants.

Willie personally won three of his first seven games, got 14 hits in 30 turns at bat. Set afire by McCovey's example, the whole team—including its two other star Willies—Mays and Kirkland—was hitting again, and hard enough to put the Giants back in first place.

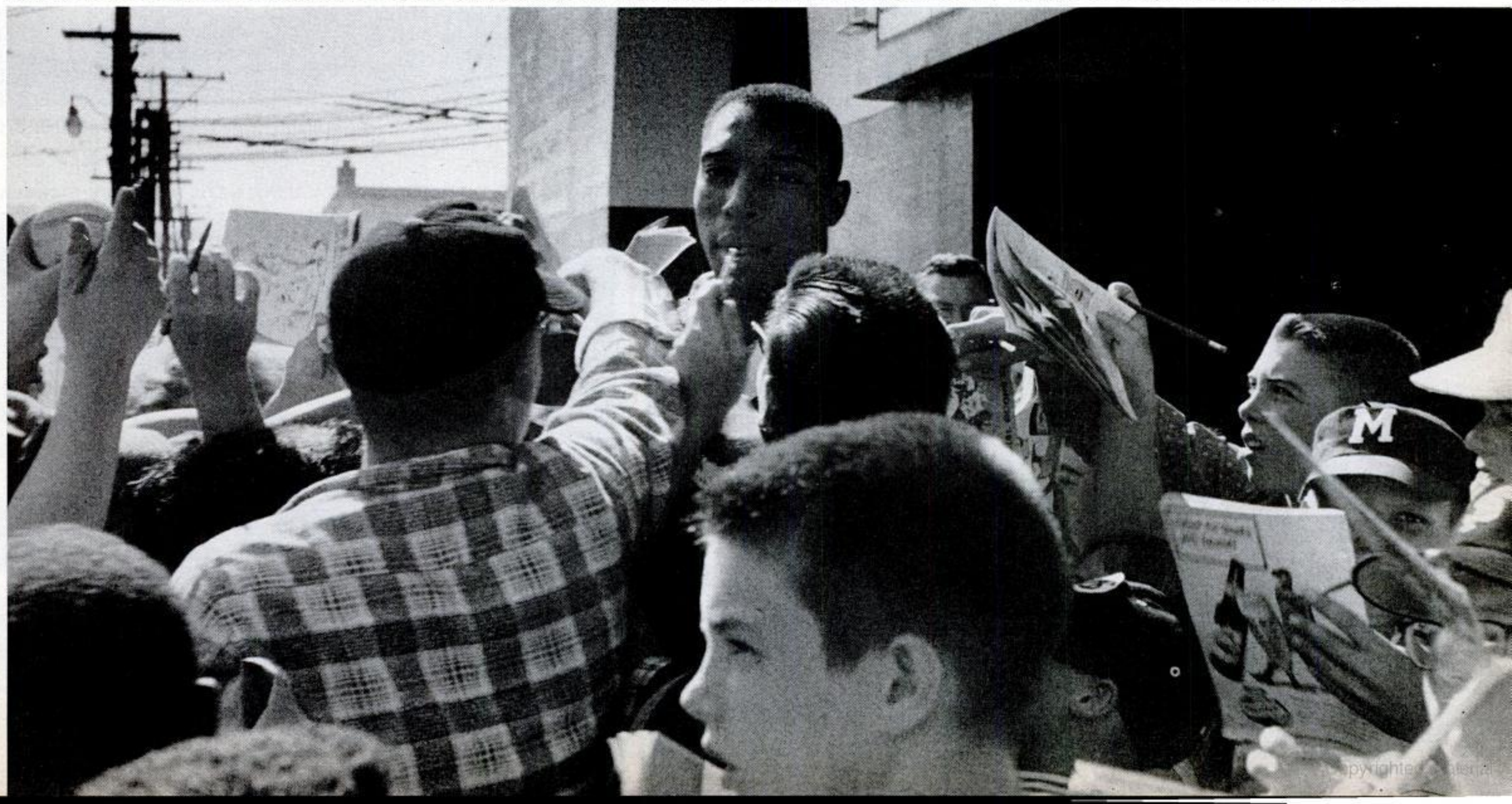
Discovered at age 17 in Mobile, Ala., Willie McCovey (rhymes with anchovy) was signed with the Giants by Scout Alex Pompez (*next page*). After four years of heavy hitting in the minor leagues, Willie reported to the Giants' spring training this year with a bad knee and made no impression. His chance came when Manager Bill Rigney sent an S.O.S. for a hitter to farm system chief Carl Hubbell, who happened to be in Phoenix. Just coming out of a slump, Willie that very day hit two homers, two triples, a double and a single for Phoenix in a double-header. Hubbell had his man.

But even if Willie—who cannot be expected to hit a superman's .417 indefinitely—does cool off, the Giants had the start they needed for what could be a stretch run to the pennant.



MOISTENING MITT, new Giant hitting star Willie McCovey prepares glove for play against Braves. All-Star First Baseman Orlando Cepeda had to switch his position to make room for Willie and his bat.

OBLIGINGLY AUTOGRAPHING PROGRAMS OUTSIDE SEALS STADIUM AFTER GIANTS TROUNCED BRAVES, McCOVEY TOWERS OVER HIS SAN FRANCISCO FANS



TWO FOR THE PRICE OF ONE



Buy One 69¢ PRO Tooth Brush . . .

Get A SECOND 69¢* PRO Tooth Brush Absolutely

FREE

*or Two 39¢ Child's Tooth Brushes



Just send in this new Pro label—and the handle of your old tooth brush (any brand) for FREE 69¢ tooth brush. Stock up for the whole family. FREE brushes sent in special protective mailer. Specify your choice of style.

Oval (hard or medium)
Tufted (hard or medium)
Straight trim (soft)
Children's brushes (tufted or straight trim)

Offer expires October 31, 1959.

PRO-PHY-LAC-TIC BRUSH CO., FLORENCE, MASS.



SAVAGE SWING of McCovey has in 13 major league games accounted for 20 hits with five home runs, two doubles, two triples, and 14 runs batted in.

SCORING FOR THE FIRST TIME AS A GIANT, WILLIE McCOVEY KNOCKS BALL



Copyrighted material



VICTORY HEAD-PAT is given to McCovey by Giant Manager Bill Rigney. Says Rigney, "I was looking for someone to strike a spark and I found him."

GIANTS' BEST BIRD DOGGER



MASTER SCOUT POMPEZ

McCovey is the newest addition to an impressive roster of Negroes and Latin-Americans who have starred for the Giants since the color line in baseball was broken 12 years ago. Like most of the others—from Monte Irvin and Willie Mays through Orlando Cepeda—McCovey's path to the Big Leagues was charted by a wealthy 67-year-old Giant scout named Alex Pompez (*right*).

To keep informed on just about every Negro youth who swings a good bat, Pompez uses a network of "bird dogs" and old friends from the days when he owned a club in the Negro league. He works as go-between to negotiate contracts with the young players and often continues as a benevolent Dutch uncle in their personal lives. In between lectures on work-rights, wages and thrift he advises them on haircuts, neckties and shoeshines and helps them find housing. "Without Pompez," says one Giant follower, "we'd be last today instead of first."

OUT OF PHILADELPHIA CATCHER JOE LONNETT'S HAND WITH HARD SLIDE





"I'll teach you a lesson the hard way!" the pretty schoolteacher threatened.

The day the schoolteacher nearly "flipped her chalk"

by Stony Jackson

Schoolteacher:

I know what I want . . . and I'll rap your knuckles if I don't get it! If you think I'm acting strict—you're right!

Attendant:

Sure, Miss—lots of my customers are particular on the subject of engine performance.

Schoolteacher:

My car used to flunk every road test in the book. Engine started hard . . . ran rough . . . had no power . . . wasted gas. Every time I needed my car, it was absent . . . in some garage for a tune-up! Then I switched to Pennzoil with Z-7! And learned a thing or two about engines.

Attendant:

Yes, Lady, *Pennzoil is all you need to know about engines!* It *cleans* as it lubricates. Makes your engine run quiet as a classroom. Puts power and dependability under your hood . . . extra miles into your gas tank.

Schoolteacher:

Correct! You get an "A" in my book. And so does Pennzoil with Z-7. I use it *all* the time, now.

Author's Note:

Pennzoil is The Tough-Film® motor oil, especially refined from 100% pure Pennsylvania-grade crude, the highest quality oil for engines ever discovered. And the makers of Pennzoil are the largest producers of this oil in the world. No other motor oil will protect engines so well. So *ask* for Pennzoil by *name*, wherever you go.



Copyrighted material



GOOD BUYS GET TOGETHER...BACK-TO-SCHOOL!

Mayo Spruce underwear and sportswear are an education in themselves. Their lesson, right out of Dad's own book: value and comfort, for every action-packed boy! Doesn't matter what his age is, Mayo Spruce underwear and sportswear are designed with that boy in mind—knitted for comfort, reinforced for wear and washability. Add it up: what a buy!

New heavyweight Hooded Sweatshirt, the big must for campus wear; men's $3.19, boys' $2.50. Mayo Spruce Dacron-reinforced T-Shirts and Briefs; men's T-shirt $1, boys' 75¢; men's Briefs 95¢, boys' 59¢. Broadcloth Boxer Shorts; men's $1, boys' 69¢; also see Woody Woodpecker T-shirts, a Mayo Spruce exclusive.

MAYO SPRUCE

UNDERWEAR • SPORTSWEAR • SLEEPWEAR

Products of Washington Mills Company, Winston-Salem, North Carolina . . . Mayo Spruce, 5014 Empire State Building, New York, N.Y.

Copyrighted material



Prize Winner

Limelight, the new lily (*right*) that has just won a first-class certificate in London's Royal Horticultural Society show, is the first lily to make its debut in chartreuse. It is a tall, prolific, vigorous plant of a soft yellow-green with bowl-shaped flowers. It has a subtle fragrance, but its strong points are its shape and color. Descended from the early Chinese lilies, it is shown with a rare Han dynasty horse.

Five New Lilies

The lily is one of the most rewarding and dependable garden plants a homeowner can grow, and the fall is the time of year when the bulbs that produce them must be planted. For centuries planting lily bulbs has been virtually a ritual of civilized and decorous living. Lilies appear on Cretan pottery made 2,000 years before Christ and on Chinese vases that date from early Buddhist times. Later, Roman women used lily sap to clean their skin—a fact that helped the lily evolve as a Christian symbol of purity. In medieval paintings of the Annunciation it was the chosen flower for the Angel Gabriel to present to the Virgin Mary. Lilies thrive in any climate—they have been found growing on the subarctic plains of Siberia and in the sun-baked mountains of southern India. Given half a chance, they last almost forever and make a splashier show each year. The best known of the new lilies, like the five shown on these pages—developed on Jan de Graaff's lily farm in Oregon—have healthier, more disease-resistant bulbs, sturdier flowers, new colors and strong fragrance. Prices range from three for $1.50 to $8 each. Essential facts about lily culture follow the color pages.

CONTINUED

Copyrighted material



Clarion Colors

Set against a background of a Japanese snow lantern and a black pine—reminders of the lily's ancient Eastern past—are four brilliant new lilies of extraordinary durability. Left, *Pink Perfection* is the first lily of this strain that does not fade in strong sunlight. Currently pink is the color lily fanciers covet most. To its right is *Golden Clarion*, an intense new color that also does not bleach. Its flower has a new open form. Next is *Emerald Strain*,

Copyrighted material



a white lily whose brown stripe has been replaced by a unique green. The green flushes the whole flower when it is open, giving it a chartreuse tinge all over. At right is *Golden Sunburst*, a lily with a sunburst-shaped flower.

CONTINUED

"Siamese Nursery Rhyme". For an 8"x10" full-color print of this original photo by Walter Chandoha, send 25¢ in coin to Cat Pictures, Dept. L-59, Box 6586, Chicago 77, Illinois. Offer good only in U.S.A.



"Wonderfully healthy...
and how they love their
daily meal of Puss 'n Boots"

"My cats stay so frisky and so well," writes Mrs. V. G., of San Anselmo, California, "it can't be anything but Puss 'n Boots. They never go a single day without it".

Mrs. V. G. has discovered an important fact about sound pet nutrition. Unlike humans, cats never tire of what's good for them. They never want a palatable diet interrupted.

And millions of feedings over many, many years have proved that cats like Puss 'n Boots—and Puss 'n Boots likes them. Because Puss 'n Boots is a scientifically *balanced* diet—with all the variety a cat is known to need every single day.

Made by people who love and understand cats, Puss 'n Boots offers everything your pet is known to need for a silky coat, bright eyes, abounding energy and sunny disposition. Just feed it regularly—every *day—and see if you don't quickly notice a wonderful improvement in your cat's well-being.*

ALL THIS NOURISHMENT—EVERY DAY—IN EVERY 8 OZ. CAN

SUNDAY
MONDAY
TUESDAY
WEDNESDAY
THURSDAY
FRIDAY
SATURDAY



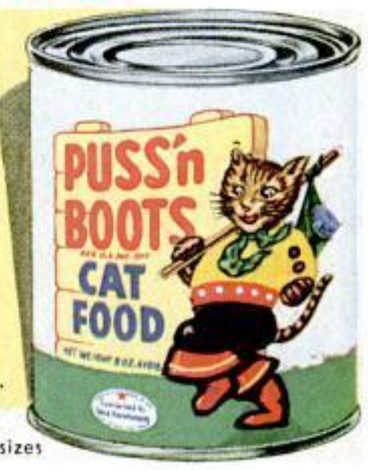
A can of Puss 'n Boots has *twice* as much calcium—for strong bones—as a 10 oz. glass of milk.

Puss 'n Boots has *four* times as much blood-building iron as a same-sized can of salmon.

There is as much protein in a can of Puss 'n Boots as in *four* fresh whole eggs.

Puss 'n Boots contains *more* appetite-promoting thiamine than an equal serving of chicken.

Plus other vital nutrients essential to your cat's well-being.



Packed in 8-oz. and 15-oz. sizes

PUSS 'n BOOTS

Once a day—Every day—for lifelong nutrition

FOREST FIRE PREVENTION

Coast Fisheries Division of The Quaker Oats Company, Chicago 54, Ill.

Copyrighted material

SHE: The book says 3 to 1
HE: The boys say 10 to 1



Who's wrong? Neither. Make your Martini as *you* like it. Do remember, though, there is no substitute for the subtle dryness and delicate flavor of Gordon's Gin. First distilled in 1769... named by traditional drink recipe books as the original base of the world's classic Gin drinks!

There's no Gin like GORDON'S GIN

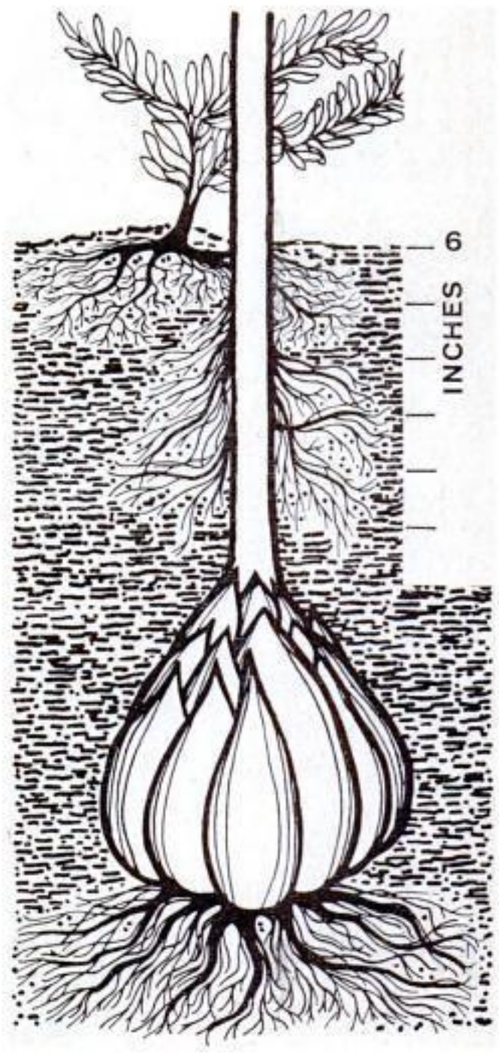
100% NEUTRAL SPIRITS DISTILLED FROM GRAIN, 90 PROOF • GORDON'S DRY GIN CO. LTD., LINDEN, N.J.

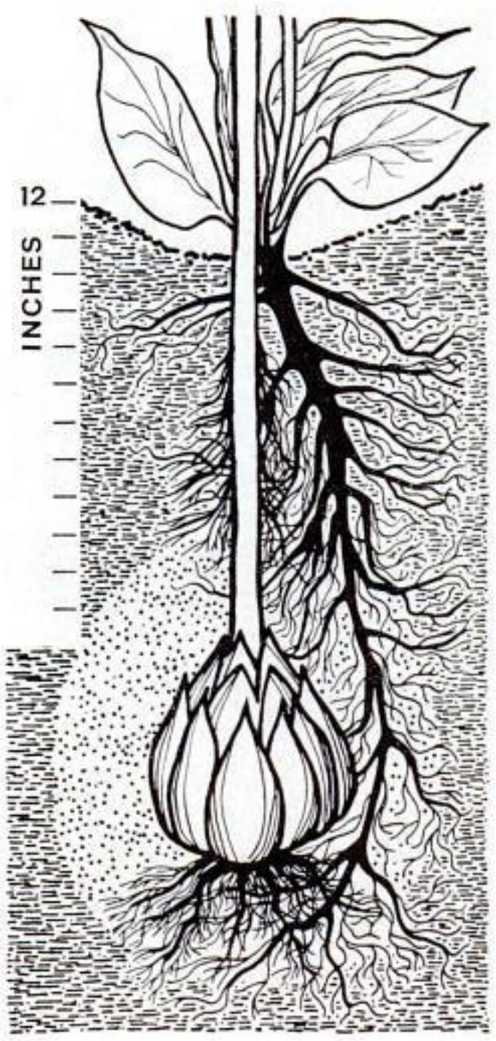
'Consider the lilies ...how they grow'

In spite of the fact that lilies grow from bulbs they are not at all like tulips or daffodils. The lily is a living plant. It should be treated as if it were a shrub or a perennial. Lily bulbs should be ordered in August and planted just as soon as they arrive. They can be planted in the shrub border, with perennials or given a bed of their own. If the bulbs are slightly limp after the trip, place them in wet peat moss for a day or two and then plant them immediately. Lilies prefer a soil that is not too heavy or sandy. The spot must have good drainage and sunlight until at least 2 p.m. Lilies require a good covering mulch of cow manure, decaying leaf mold or peat moss. It keeps the soil cool, eliminates weeds. The best fertilizer is cow manure but a commercial mixture is satisfactory. Wood ashes, a tablespoon for every clump of lilies, are also good. The main blight that befalls lilies is Botrytis, or spotting of the foliage. A mild Bordeaux spray will usually control it, if applied in time. If aphids attack the lilies use Lindane as a spray.

The Right Way

Dig hole one foot in diameter, 6 to 12 inches deeper than bulb requires. Fill in with loose soil. The Madonna Lily should be planted with one inch of soil over top of bulbs. Small bulbs of other lilies should be covered with two to three inches of soil, large bulbs with four to six inches. Mix plenty of humus with soil to lighten texture. Before planting it is good to dust bulbs with Arasan. Put a teaspoon of dust in bag with bulb, shake for a few seconds. For good showing never plant fewer than three bulbs. Space lilies 8 to 12 inches apart.





The Wrong Way

Many gardeners advise putting a sand pocket under bulbs to encourage drainage. But the best lily growers are against this. If surrounding soil is heavy, water may collect in the pocket and rot base of bulb. It is bad to plant lily bulbs too deeply—they will not be able to push up. Do not plant lilies where heavy-rooted plants can rob them of food. If planted among shrubs, lilies should be two or even three feet from the other bushes. Do not plant lilies in shade. They will have weak stems, soft flowers. Do not plant near walls, walks or drives that reflect sunlight.

Copyrighted material

LIMITED TIME OFFER IN U.S.A. ONLY— (ALASKA and HAWAII Excluded)

FREE STEREO PHONOGRAPH



at all RECORD STORES DISPLAYING THIS POSTER



WEBCOR LARK

Music Lovers have never
actually heard their favorites
with the emotional realism of **STEREO**
unless they have played within a band or orchestra . . .

NOW—RECORDED MUSIC COMES TO YOU IN THE WIDEST DIMENSION EVER RECORDED OR REPRODUCED — through the marvel of STEREOPHONIC recording

As YOUR introduction to the wondrous world of **STEREO-FIDELITY** long-playing records . . . your dealer has a wonderful WEBCOR 'Lark' electric 4-speed STEREO phonograph for YOU at no cost! ! ! The WEBCOR 'Lark' is a most versatile STEREOPHONIC phonograph. You may use it as a self-contained STEREO phonograph or you can detach the two speakers and separate them by four feet on either side for truly wonderful STEREOPHONIC sound reproduction.

The 'Lark' will also add a new sound dimension to your present monaural (HI-FI) library . . . An excellent second phonograph if you presently have a HI-FI system.

Never in the history of the music industry has there been such a thrilling get-acquainted offer . . . Should YOU wish an exciting new world of home entertainment, we suggest you visit your local RECORD DEALER. To get your FREE WEBCOR phonograph, simply select **(your own choice)** ten 12" long-play **STEREO-FIDELITY** albums at $2.98 each. These AWARD WINNING stereo albums include favorites from *Broadway Shows—Mood Music—Classics—Jazz*—and numerous additional categories to satisfy every musical taste.

STEREO-SCORED and played by the world's greatest orchestras and performers—including "101 Strings" . . . The London Philharmonic Orchestra . . . Skip Martin in Hollywood . . . and many more.

Stereo MAGNIFICENCE in every category—from Bach to Dixieland . . . to the soaring lines of "101 Strings". Over 100 brilliant stereo-scored albums to choose from as you build YOUR initial stereo library.

FREE!

with every purchase of 10 (your choice) 12" Long Play Stereo-Fidelity Albums at $2.98 each

SOMERSET STEREO-FIDELITY

immediate STEREO pleasure for YOU on "T"day (TRAFFIC DAY)

NO CONTESTS—NO CLUBS—NO FUTURE COMMITMENTS

Stereo-Fidelity Records are manufactured by Miller International Co., Swarthmore, Pa., U.S.A.

Copyrighted material

WILDROOT CREAM-OIL Hair Tonic

KEEPS HAIR GROOMED LONGER!

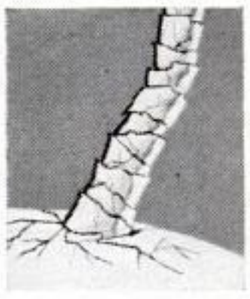
MAKES HAIR FEEL STRONGER!



There's no other Hair Tonic Formula like penetrating Wildroot Cream-Oil!

NO ALCOHOL—NO GREASINESS

Illustrations of magnified hairs show the difference



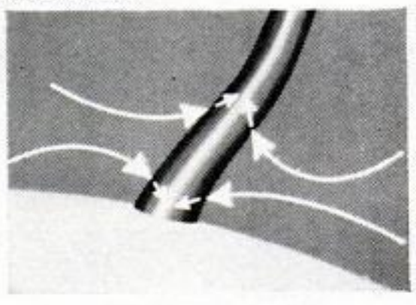
ALCOHOL DRIES

On your hair, alcohol dries up fast . . . can cause your hair and scalp to dry out.



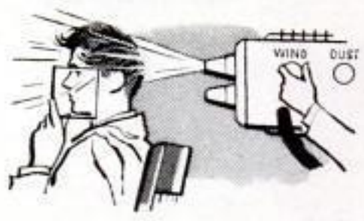
GREASE COATS

Heavy grease coats your hair . . . clogs your scalp . . . accumulates dust particles.



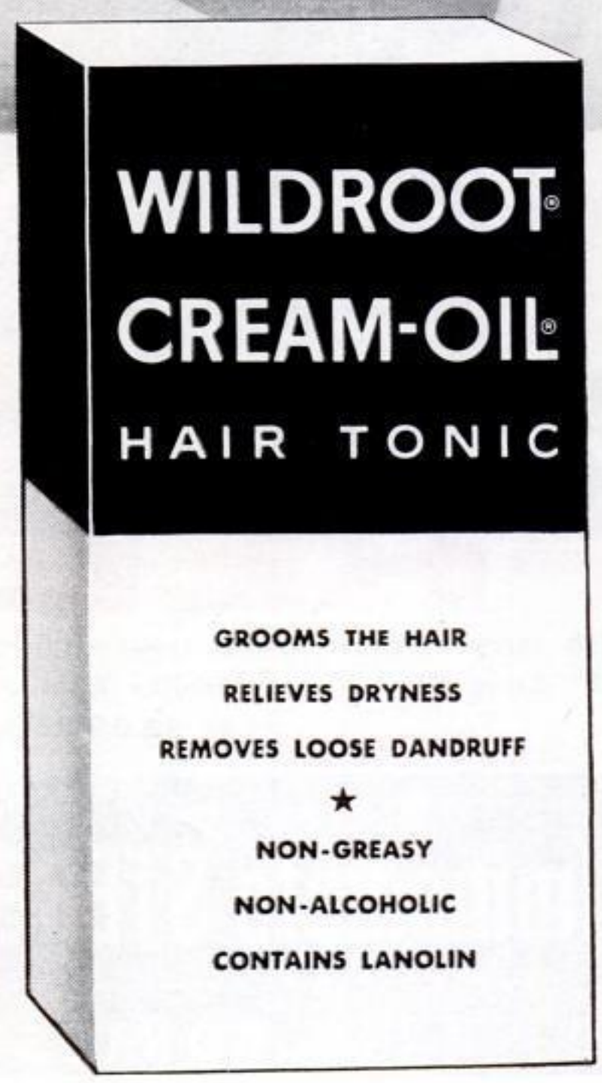
WILDROOT PENETRATES

The penetrating Wildroot Cream-Oil formula keeps hair groomed longer . . . makes hair feel stronger . . . a real improvement over grooming an ordinary way!



Proved by the Hair Torture Test!

The Hair Torture Test gives hair more abuse than 7 days outdoors in windstorm, dust storm and summer sun. Hair groomed an ordinary way quickly dries out, gets brittle. Hair with Wildroot Cream-Oil care stays manageable, feels strong and healthy.



Make hair obey all day with WILDROOT CREAM-OIL!

Copyrighted material

MOVIES

Nice Kids in Tale of Trouble

The attractive youngsters on this page, each 17 years old, are veteran actors with substantial lists of hit performances to their credit. The serious boy is Brandon de Wilde. He won over Broadway in *The Member of the Wedding* when he was only 7 and captured the rest of the country a few years later in the movie *Shane*. The blond girl with the pensive eyes is Carol Lynley. Starting when she was 10, she became one of the most successful young models in New York. She scored her first Broadway hit in *The Potting Shed* in 1957, played *Blue Denim* on the stage the following year.

Now 20th Century-Fox has brought them together for the movie version of *Blue Denim* which as a play was a tough-minded story on an explosive subject—abortion. The movie in turn tries hard at a sensitive exploration of the troubles of teen-agers and parents—and sober teen-agers flocked to see it. Most adult critics felt that, by changing the ending so that a sad little marriage rather than abortion solves the dilemma, the film had backed away from its own problem. But Brandon and Carol got good marks for fine performances in difficult roles.

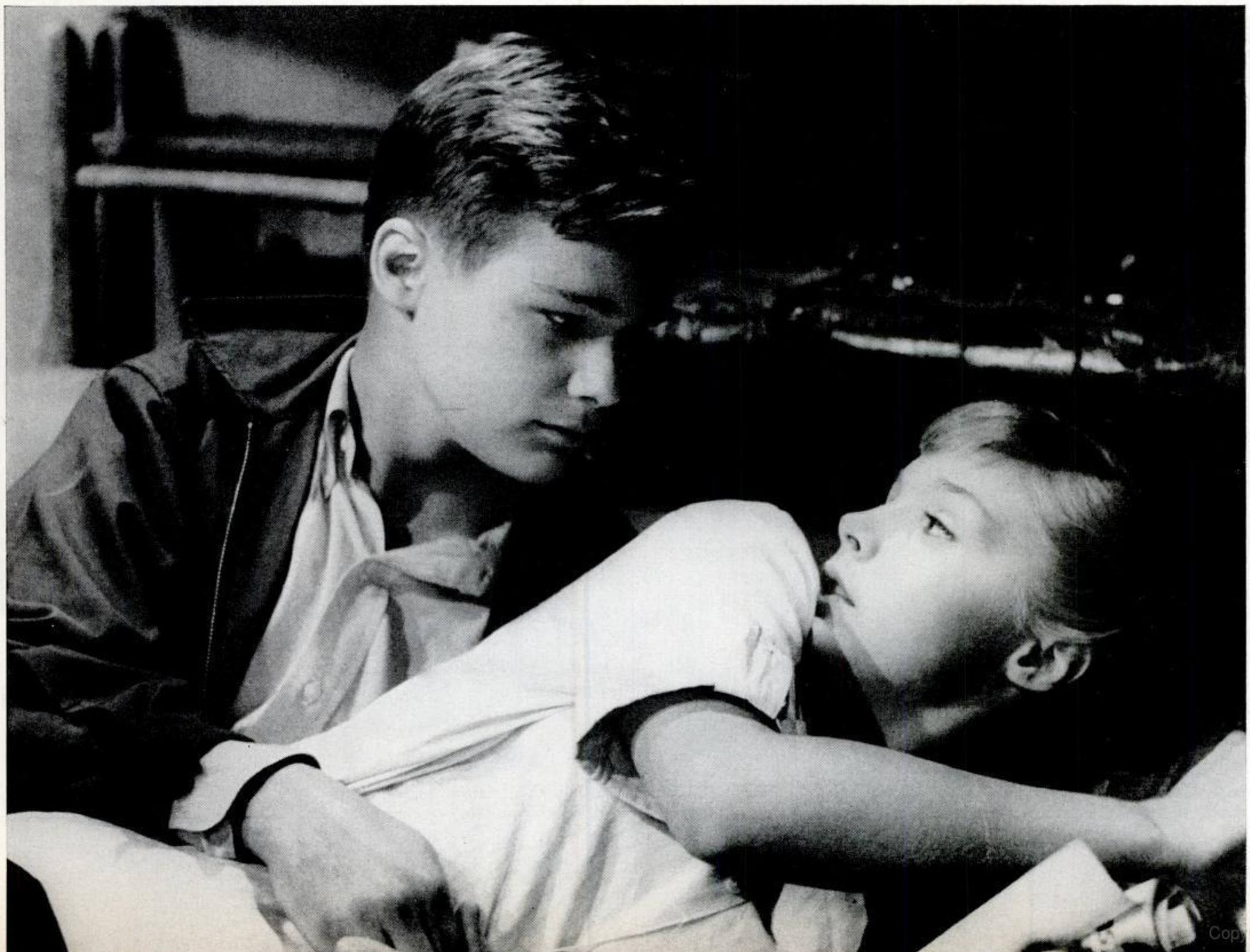


HIS FIRST appearance was as John Henry West, Julie Harris' solemn cousin in *The Member of the Wedding*.



HER FIRST appearance, as dancing school star, was on an amateur TV show. It led to her first modeling job.

TOGETHER IN "BLUE DENIM" BRANDON AND CAROL PORTRAY A COUPLE OF NICE YOUNGSTERS FROM GOOD FAMILIES WHO GET INTO VERY SERIOUS TROUBLE



Copyrighted material

"I like it REGULAR!"



"I like it FLAVORED!"



Regular or Mint-Flavored

Everyone likes PHILLIPS' Milk of Magnesia

To relieve constipation – Phillips' gives more complete relief than single-purpose laxatives, because Phillips' actually works in two places. It not only relieves constipation but also the acid indigestion which so often accompanies constipation. And Phillips' works leisurely. You can take it with water at bedtime and by morning get wonderful relief—so, you can start the day feeling like a new person.

To settle upset stomach – Phillips' actually settles your stomach in seconds, because it's one of the fastest, most effective stomach acid neutralizers known. Scientific tests show that Phillips' actually neutralizes the excess stomach acids which cause upset stomach, gas, heartburn and other distress—in seconds!

Get Regular Phillips' or delightfully refreshing new Mint-Flavored Phillips'— both at the same price



YOUNG MEN ABOUT TOWN in cellar hideout, Arthur (De Wilde, *right*) and friend Ernie (Warren Berlinger) taste forbidden pleasures and talk big.

TERROR TO TEAR-JERKER

Two nice, likable high school youngsters from good homes fall in love in *Blue Denim* and give way to their feelings. The girl becomes pregnant. Neither boy nor girl dares tell the parents. The girl's widowed father is an old-fashioned college professor who believes his daughter is an angel. The boy is so out of contact with his blustery father and scatterbrained mother that he spends most of his time in the cellar of their home sneaking smokes and beer and playing cards with a chum. Now filled with terror over what they have done, the boy and the girl collect all the money they can to buy an abortion. He finally forges his father's name to a check. But the boy, called a murderer by his friend and confronted with the forged check by his father, finally blurts out the horrible truth. At this the movie slides swiftly down into the marshmallow density of a teen-age tear-jerker. The boy and the two fathers speed to the abortionist's house, tires shrieking, and the girl is rescued just in the nick of time. Smiling sweetly the boy and girl, aged 16 and 15, then ride off to be married and, the movie implies, live happily ever after—or at least until they are 17.



YOUNG COUPLE IN PANIC, Janet and Arthur ask for marriage license when they learn baby is coming. They are turned down because they are under age.

Best for your lighter!



BEST FUEL
Lights *fastest*, burns *cleaner*, lasts *longer*.

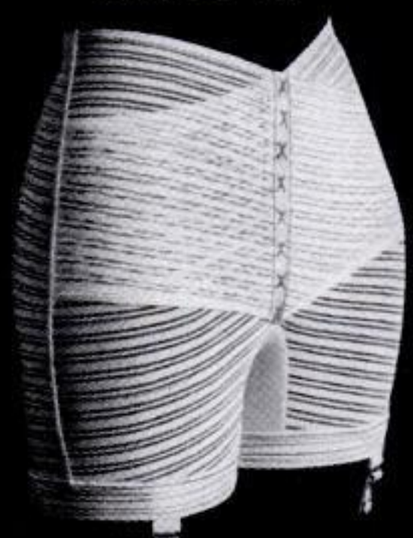
BEST SPOUT
Flips open to fill! Closed . . . *can't* spill!

RONSON

maker of the world's greatest lighters and electric shavers
RONSON CORP., WOODBRIDGE, N. J. • TORONTO, ONT. • LONDON, ENG.

Want complete control plus freedom of action? You need

PETER PAN little X®



Criss-cross panels slim waist, smooth tummy, sleek hips, diminish derriere yet leave you free to move with ease! Featherlight nylon power net. White, black, pink, blue, beige, red. Girdle, panty.

Now only 5.00



no body is perfect ... every body needs Peter Pan
PETER PAN FOUNDATIONS, INC • NEW YORK • MONTREAL

Copyrighted material

DOUGLAS DC-8



Pilots call it...*(and so will you!)*

"The world's most advanced jetliner!"

Already, more than 500 pilots have flown the Douglas DC-8 Jetliner, which goes into regular airline service next month. To a man these pilots voice their enthusiasm about the world's most modern jetliner.

"It's in the DC tradition, and that's good enough for me" . . . "Remarkable approach and stability characteristics" . . . "I've flown them all and this is *it!*" . . . these are the kind of reports these experts are giving.

As a passenger, you'll share their enthusiasm—for reasons of your own—when you take your first flight in the DC-8. You'll appreciate the many innovations Douglas has designed to give you the world's most comfortable jet journey. And you'll rely on the DC heritage of experience, research and testing that has made Douglas airplanes the most popular aircraft in aviation.

Make a date with the DC-8! You'll agree with pilots who call it the world's most advanced jetliner.

These world-famous airlines will fly you almost anywhere on earth by DC-8! *Alitalia-Linee Aeree Italiane • Delta Air Lines • Eastern Air Lines • Japan Air Lines • KLM Royal Dutch Air Lines • National Airlines • Northwest Orient Airlines • Olympic Airways Panagra • Panair Do Brasil • Pan American World Airways • SAS—Scandinavian Airlines System • Swissair Trans-Canada Air Lines • Transports Aeriens Intercontinentaux • Union Aeromaritime De Transport • United Air Lines*

More airlines have chosen the DC-8 than any other jetliner!



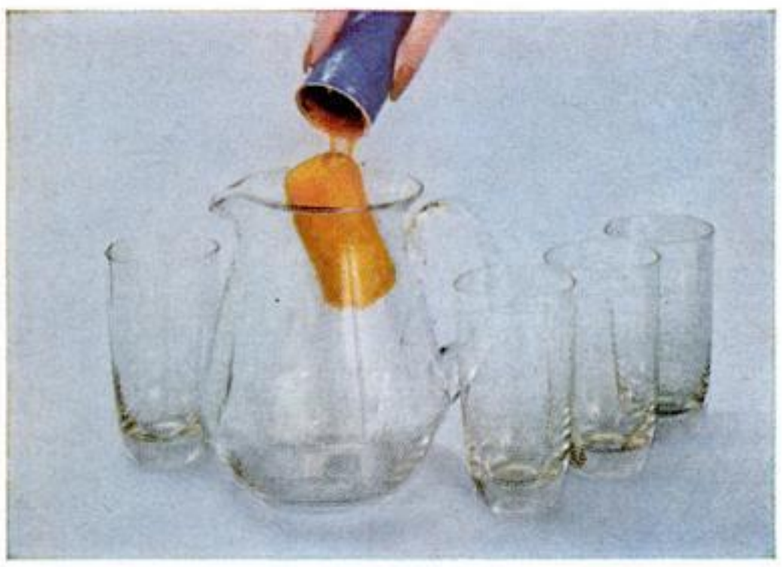
Copyrighted material



Copyrighted material

"Hot Weather Break" that does <u>more</u> than refresh!

Fresh-Frozen Orange Juice from Florida



So convenient—so easy to mix! And it's economical—one little can makes four big glassfuls.

Hot weather *burns up* Vitamin C and energy—but you can restore them fast with tall, cool glasses of refreshing Fresh-Frozen orange juice. And the new pack is extra-delicious—concentrated juice from one of the greatest crops in Florida history. So sweet and wonderful—and so good for you because it provides *natural* Vitamin C plus other health benefits. Make big pitcherfuls—serve *extra* on extra-hot days!

POWERHOUSE of Vitamin C



Breakfast "must"! Your whole family should start the day with a big glass of Florida orange juice—it gives them the Vitamin C they need daily.

Quick "pickup"! After work, after play—a glass of orange juice replaces used-up Vitamin C, and gives you a wonderful energy pickup too.



GET THE REAL THING !

No synthetic substitute gives you <u>natural</u> Vitamin C and the other health benefits of pure orange juice.

©FLORIDA CITRUS COMMISSION, LAKELAND, FLORIDA, 1959

Copyrighted material

OASIS takes you away from the everyday!

Oasis, fresh as the sunset glow
Cool as the water's flow
Oasis takes you away...

PHOTOGRAPHED FOR OASIS IN VENICE

Delightfully different, a refreshing change!

New Freshness—*easy-going, gentled by a super-fine white filter.*
New Flavor—*rich tobaccos lightly cooled with Menthol Mist.*
Refreshment at its very best!

Copyrighted material

John Kennedy's Lovely Lady

Photographed for LIFE
by MARK SHAW

ON CAMPAIGN TRIP JACKIE KENNEDY GREETS OHIO POLITICIANS

CONTINUED

Copyrighted material



THE FAMILY, Jack, Jackie, Caroline, 21 months old, return to their Georgetown home from a visit.

PRIVATE EVENING at home chatting with Jack, a rare treat while he campaigns, is enjoyed by Jackie.

DAILY WALK to keep fit is taken by Jackie along banks of Washington's Chesapeake and Ohio Canal.



Jackie's life at home: cultured,



As the campaigning for the 1960 presidential election gathers steam, the U.S. is going to see more and more of one of the prettiest women to decorate a flag-draped speakers' platform. She is Jackie Kennedy, the cameo-faced wife of the presently front-running Democratic candidate, Senator John F. Kennedy. Until recently, Jackie was seldom on public display, a comparative stranger to the Washington round of dinners and receptions. She continues to prefer dinner for four on the patio of her Georgetown home to an embassy ball. She is happier in an art gallery than at a cocktail party.

Mrs. Kennedy, however, is well schooled in the Washington social life. She was born in 1930 to wealthy Republican financier John V. Bouvier III. She attended private schools and spent her summers in Newport. After studying for a year in Paris at the Sorbonne, she refused to return to Vassar—she did not want to "live like a little girl again." She got her B.A. from George Washington University and became the

Copyrighted material



quiet, unpolitical

"inquiring photographer" for the Washington *Post & Times Herald*. She met John Kennedy, then a congressman, "over the asparagus" at a dinner in 1951. But the romance with Washington's most eligible bachelor did not start until after his campaign for the Senate many months later. At their 1953 wedding there were 800 prominent guests and 3,000 uninvited milling outside the church.

Since their marriage Jackie and Jack have necessarily lived without routine. When the senator is able to get home, Jackie makes a big effort to turn their household into a peaceful retreat. Says Jack's sister, Eunice Shriver, wife of a prominent Chicago business executive, "Jack has never done a good job of relaxing. Jackie has gone a long way to change that." A self-sufficient girl with an intellectual turn of mind, Jackie stays happily occupied when she is on her own. Out on the stump meeting the public, she has already proved that beauty and quick brains are no handicap in politics.



BAREBACK RIDER, Jackie sits on 11-year-old horse, Sagebrush, at her mother's home on Potomac River at McLean, Va. An accomplished horsewoman, Jackie sometimes rides Caroline around with her.

CONTINUED 77

Copyrighted material

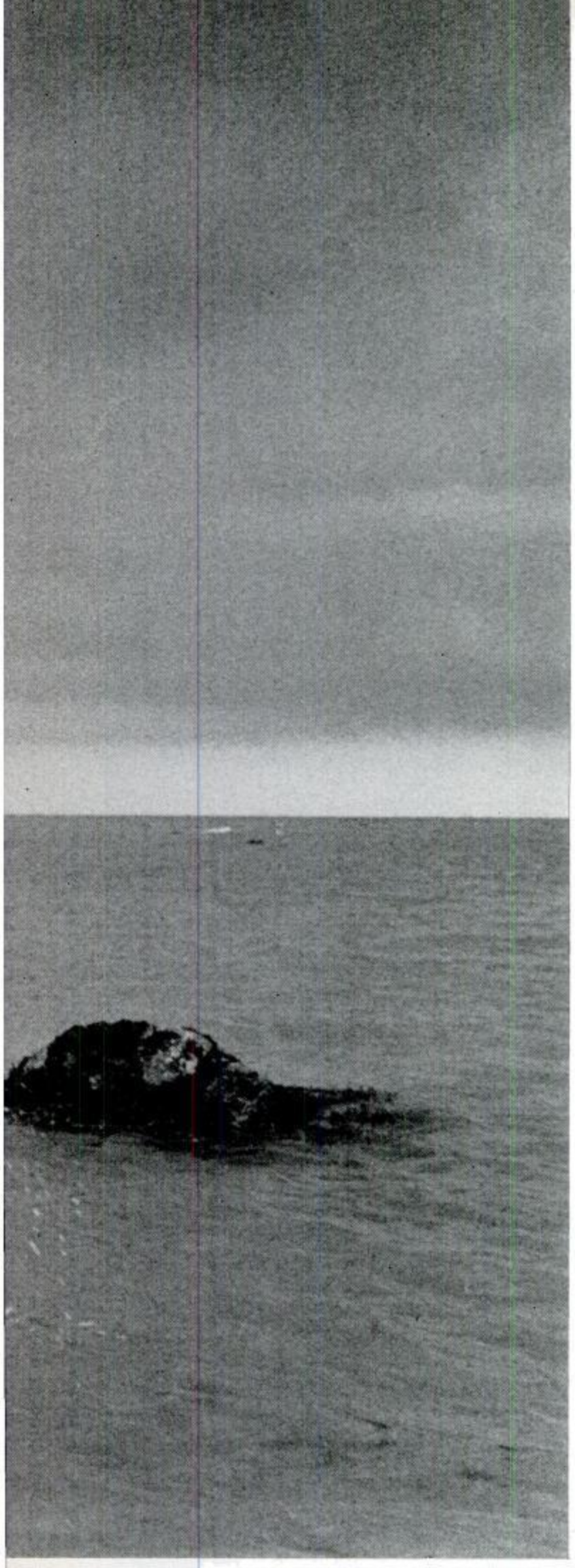
IN SHALLOWS OFF HYANNIS PORT, MASS., JACKIE GIVES CAROLINE A SPLASH AND SWING. JACKIE SPENDS AS MUCH TIME AS POSSIBLE AT CAPE COD HOUSE WHICH



CART RIDE is taken by Jackie, Caroline, a niece and four nephews from a stable near Hyannis Port.



PARTY for Eunice Kennedy Shriver (*right*) gathers → Jackie, Ted and his wife Joan, Jack, Sargent Shriver.



IS NEXT TO ELDER KENNEDYS' SUMMER HOME



The joys of being a mother at a favorite seaside home



HUG FOR CAROLINE helps Jackie keep her warm after a bracing ocean dip. "People have too many theories about rearing children," Jackie says. "I believe simply in love, security and discipline."

CONTINUED 79

Copyrighted material

Helpful partner to a husband on the stump

Jackie Kennedy is a candidate's wife who discards the Congressional Record without taking off the wrapper when it comes each morning. But despite such a breach of political etiquette, she may prove to be one of her husband's strongest campaign assets. Such is her charm that one Ohio politician, quite carried away, blurted out a dinner introduction to "the lovely and precious Mrs. Kennedy."

Behind the "precious Mrs. Kennedy" who dazzles the voters' eyes is a sensitive, individualistic young woman. She is an amateur scholar of 18th Century European history ("I love and know the most about the 18th Century"). She speaks Spanish, French and Italian fluently. Her interests run, as her husband puts it, "to things of the spirit—art, literature and the like." When the senator lost the notes for a speech which he had planned to end with a quote from Tennyson's *Ulysses*, Jackie bailed him out of trouble by quickly reciting the appropriate lines.

On the campaign circuit Jackie prefers to remain in the background, avoiding the vigorous handshaking and speech-making on which some politicians' wives seem to thrive. The only speeches she ever gave were a few three-minute talks to Italian or French-American audiences, in their native tongue. During the Kennedys' Seattle trip earlier this year, clubwomen expressed audible disappointment when Jackie stood up at dinner, said she never made speeches, thanked them and sat down.

Originally Jackie thought of politics as a distasteful, if not a needless, activity for ladies. "I was already a successful politician when we were married so she at first felt she wasn't necessary to my career," says her husband. "Now that we have started out on a new and far more massive operation she is much more interested." Hatless but stylishly dressed in clothes mostly of her own design, Jackie makes a graceful, refreshing appearance at teas, barbecues and factory visits. She answers dozens of questions (a sample: "Is your husband's hair still red?") and asks many herself.

Jackie has a basic irreverence toward politics that supplies a perfect tonic for Jack when the job weighs heavy. "She breathes all the political gasses that flow around us," he says, "but she never seems to inhale them." Recently a Democratic national committee member asked seriously, "Where do you think the next Democratic convention should be held, Mrs. Kennedy?" Without breaking a smile, Jackie replied, "Acapulco."

Jackie can turn grim and angry when people criticize her husband, *e.g.*, by referring to Kennedy, 42, as a glamor boy. She says, "It's nonsense. Jack has almost no time any more for sailboats and silly things. He has this curious, inquiring mind that is always at work. If I were drawing him, I would draw a tiny body and an enormous head."

But as a front runner's wife, she has also learned political savvy and coolness. She neatly parries such premature questions as: "How will you decorate the White House?" And when asked what will happen if her husband loses the nomination, she says, "I guess it would be like a racing car driver who is way ahead and winning the race and then someone tells him there is no more gas for his car."

DONALD WILSON
Chief LIFE *Washington Correspondent*



TALKING POLITICS with Democratic Committeewoman Mary Matusek, Jackie gains a friend at a Bellaire, Ohio dinner. She impressed local pols with her sympathetic personality as well as her beauty.



TAKING A BOW, Jackie stands beside her husband at a Jefferson-Jackson dinner. She says that campaigning has taught her how "warm and hospitable people are—but oh, those crushing handshakes."

BRIEFLY ALONE AS HER HUSBAND PREPARES TO GREET CROWD, JACKIE FONDLES A CARNATION →

Copyright Corporation



FAMOUS PLAYWRIGHT'S FIRST AWFUL FLOP

Moss Hart tells how he stumbled into a career—but at first fell flat on his face

by MOSS HART

The author is one of the most successful playwright-directors in the history of the American theater. The inauspicious beginning of his brilliant career is described in this article, which is taken from his autobiography, Act One, *to be published by Random House in September. It will also be a fall selection of the Reader's Digest Book Club.*

I SUPPOSE everyone has at some time or other speculated on the curious and sometimes frightening chain of events that may be set in motion by a single seemingly isolated act. It was in such a sequence that as Anne Nichols wrote the opening lines of *Abie's Irish Rose* she was also changing unalterably the life of an obscure office boy named Moss Hart.

Miss Nichols' famous play, which opened to almost unanimous critical disdain in May 1922, was not an immediate theatrical phenomenon. It did, however, show enough signs of staggering through the season to alert my employer, Mr. Augustus Pitou, to the definite possibility that Anne Nichols might not be available to produce the next season's output for his stars.

Mr. Pitou, the "King of the One-Night Stands," produced road shows that played almost everywhere except New York. Until the arrival of *Abie's Irish Rose*, most of Mr. Pitou's shows had been written to order by one author, Anne Nichols. But when *Abie* stubbornly refused to die, eventually turning its author into a millionaire, Anne Nichols was lost forever to the road-show circuit.

Mr. Pitou finally faced up to the inevitable. New writers were engaged to grind out the next season's output, and the plays were launched on Labor Day as usual—not, I might add, with overpoweringly good results. The Nichols touch, such as it was, had been a tried and true one. The merchandise of this new season, on the other hand, ranged from indifferent to just passable—and there was one play among them that even the most long-suffering playgoers could not stomach. It starred a young Irish tenor named Joseph Regan and it was, in a word, unforgivable.

By the time the company had wended its noisome way through Illinois, the receipts were so alarmingly small that Mr. Pitou considered the situation desperate. He asked me to take some plays home to read, in the hope of uncovering a new script he could finish out the season with. It was under these circumstances that the terrible idea occurred to me that was to prove my undoing.

It was a Sunday afternoon and I remember it well. The moment was not accompanied by any such sensible thought as, "Why, I could write a better play than any of these myself." I was simply bored to distraction by the trash I had been thumbing through all day and, without thinking too much about it, I sat down at my own battered typewriter and wrote on a piece of paper, "Act One, Scene One."

By 12 o'clock that night Act One was completed and the next morning I took it into the office with me. Some demon of mischief was already at work, however, for on the title page I did not put my own name, but instead strung together the first three names of some of the boys on the block. The author was thus listed as "Robert Arnold Conrad." Candor compels me to reveal that the title was *The Beloved Bandit*, a secret I have kept rather well through the years. But I do not believe candor demands that I reveal any more of the play than that.

The next morning I handed the act to Mr. Pitou, and with a proper note of the casual in my voice said, "I read an act of a play last night that I think is very good. You ought to read it. It's by a fellow named Robert Arnold Conrad, a friend of mine."

"All right, I'll read it this evening. Put it in my briefcase," he said.

I do not believe I gave it even a passing thought during the rest of that day or evening. I am certain to this day that I meant it to be no more than a mild joke between us. So I was utterly unprepared for what happened the following morning when Mr. Pitou entered the office. With his hat still on his head, he slapped the act down on the desk, turned to me triumphantly and said, "We found it! Don't look any further. This is it. If the second and third acts hold up anything like as well, we're home. When can I get the second act?"

"Tomorrow," I replied, too stunned to realize what I was saying.

"Great," said Mr. Pitou. "Take a letter to Mr. Conrad—will you be seeing him tonight?"

"I guess so," I replied.

"Well, if you don't," said Mr. Pitou, "mail it special delivery so that he gets it first thing in the morning. I want to point out a few things he ought to do in the second act."

Still stunned, I sat down at the typewriter and solemnly took a long letter to Robert Arnold Conrad. Why I did not tell Mr. Pitou the truth then and there escapes me even now. Perhaps I was too startled by his completely unexpected enthusiasm to puncture the bubble so quickly. But whatever it was that possessed me to keep silent in those first few minutes set in motion a chain of events that I was powerless afterward to stop.

That night I went home and started on Act II. Unbelievable as it may sound, I finished it by 5 o'clock in the morning. Bleary-eyed, I went into the office and handed it to Mr. Pitou. He read it at once. This time his enthusiasm was even greater.

"Moss," he ordered, "telephone your friend and ask him to come and see me this afternoon. I'd like to speak to him myself."

Panic-stricken, I managed to blurt out, "Oh, he's very seldom in his office, Mr. Pitou. He's in court most of the day. He's a lawyer." Quick thinking and an unholy gift of invention seem to spring to the aid of all liars at moments like these.

"Well, ask him to come in and see me tomorrow," said Mr. Pitou after a moment. "And when do you think he'll have the third act finished?"

"I guess he could have it by tomorrow," I said a little haltingly.

"Fine, fine," replied Mr. Pitou. "He writes fast, just what we need right now. Better take a letter and give it to him tonight in case you can't get him on the phone."

And then there poured forth beneath my panic-frozen fingers another four-page

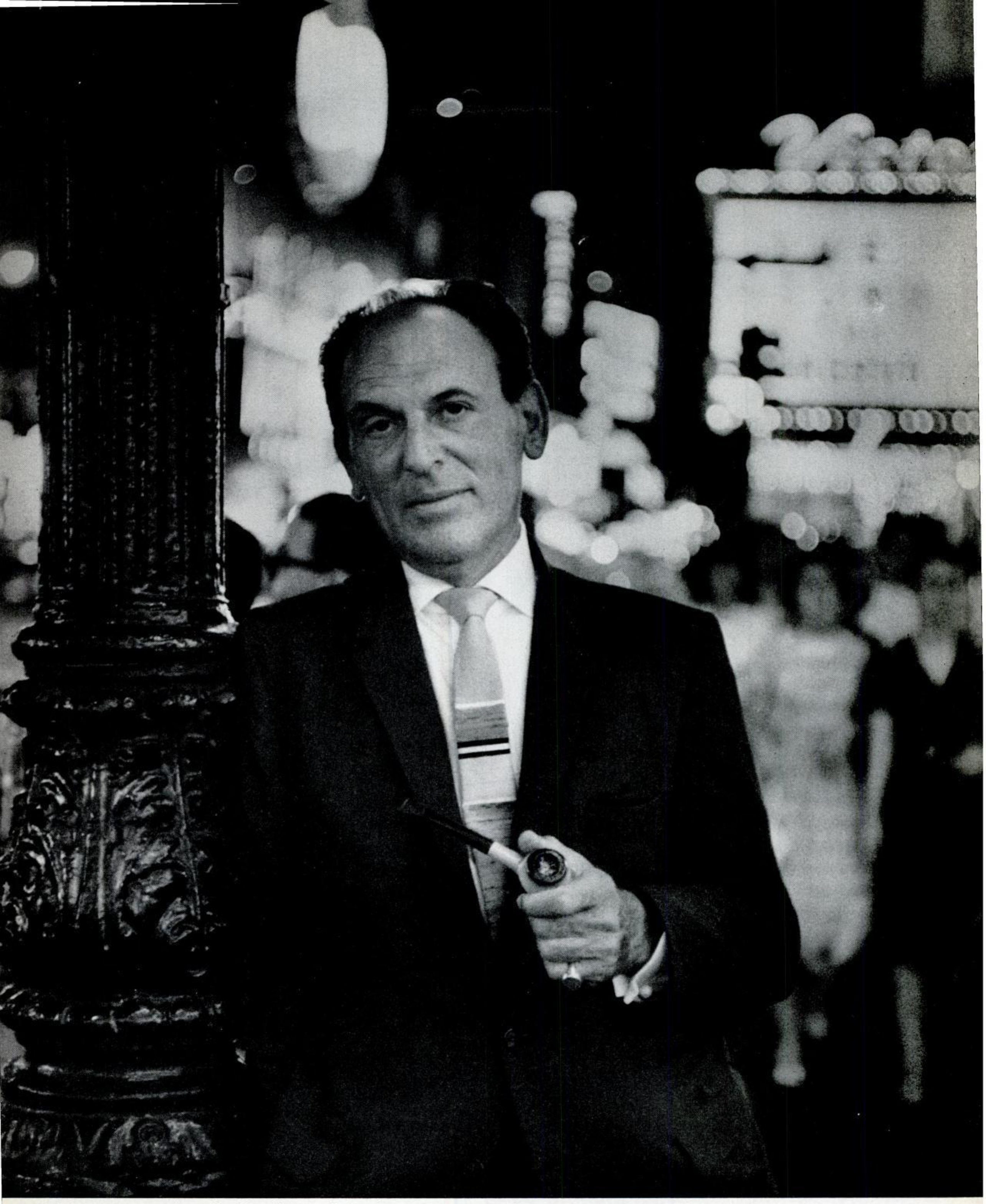
CONTINUED



COLORFUL COME-ON for Hart's first play was a throwaway ordered by its never-say-die producer, Augustus Pitou. Despite the show's first dreadful failure, he gave it a brief revival a year later with a new star, Gerald Griffin. This was equally ill-fated.

COPYRIGHT ©, 1959, BY CATHARINE CARLISLE HART AND JOSEPH HYMAN, TRUSTEES

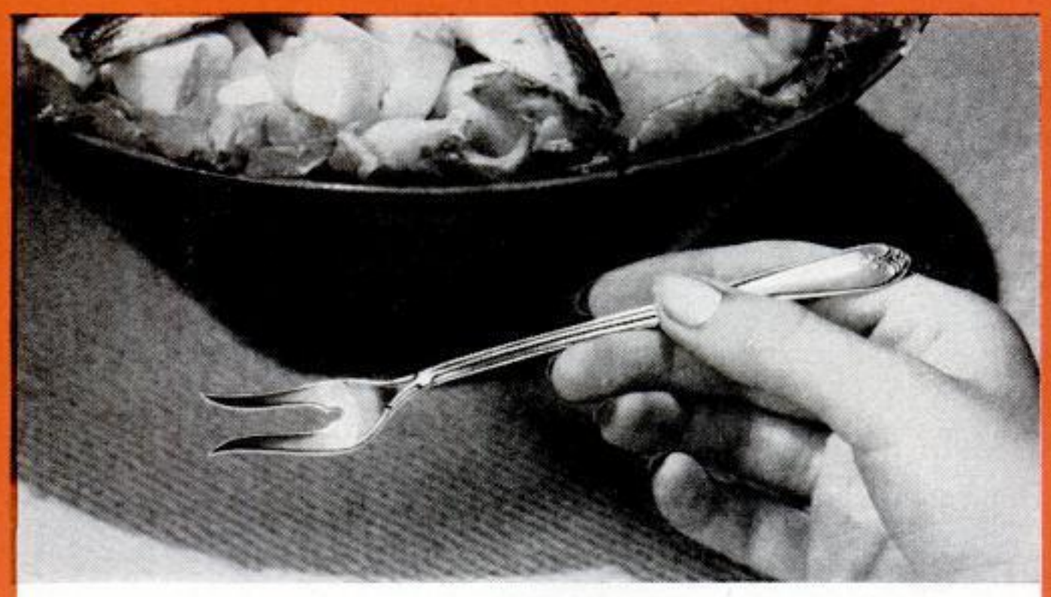
Copyrighted material



BROADWAY GLITTER frames Moss Hart, whose record of 22 shows written and 11 directed makes him very much at ease in street which, as a boy, he dreamed of conquering. "The theater," he says, "is not so much a profession as a disease, and my first look at Broadway was the beginning of a lifelong infection."

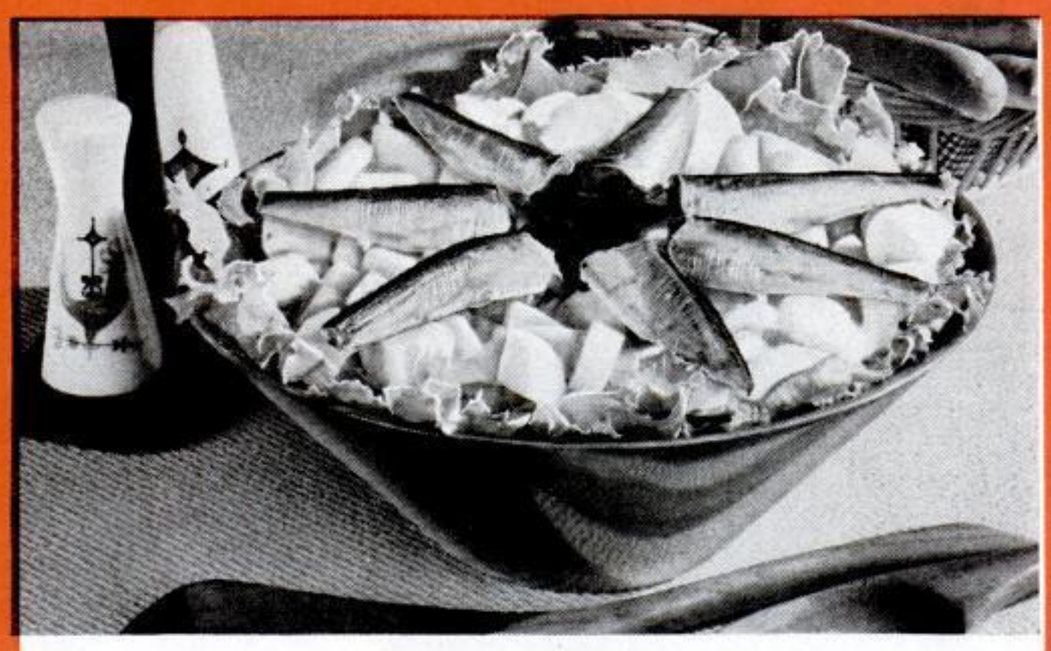
Copyrighted material

A WONDERFUL OFFER...



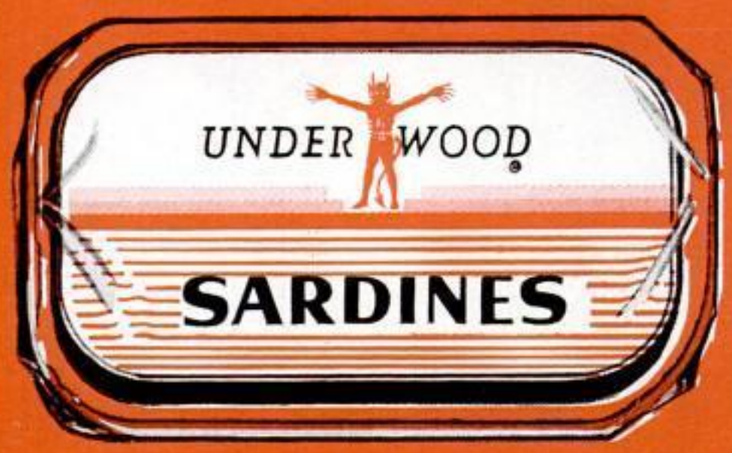
THIS GRACEFUL SARDINE AND HORS D'OEUVRES FORK by International Silver. Made to retail for $1, the fork is yours for 35¢ and one label from any of Underwood's 3 Sardine varieties.

A WONDERFUL OPPORTUNITY



TO ENJOY THE EXTRA SMACK OF FLAVOR UNDERWOOD SARDINES add to salads and sandwiches. The extra flavor comes from the extra care Underwood takes in seasoning their three styles of sardines: in mustard, in oil and in tomato sauce.

UNDERWOOD SARDINES



FOR EACH FORK enclose 1 label and 35¢ in coin, send with your name and address to:
Underwood Sardines
Dept. 210
Wallingford, Conn.

UNDERWOOD SARDINES By the Makers of Famous Underwood Deviled Ham

HART'S COLLABORATORS



LISSOME SUPPORT for Hart (*right*) was given in the 1920s by bathing beauty who appeared with him in a show at summer camp. As camp's recreational director, Hart wrote gags for camp shows, doubled as actor and director.



TUNEFUL TEAMMATE for Playwright Hart in 1934 was Songwriter Irving Berlin (*left*). They turned out hits *As Thousands Cheer* and *Face the Music*, which had famous Depression song, "Let's Have Another Cup o' Coffee."

MOSS HART'S FLOP CONTINUED

single-spaced letter from Mr. Pitou. Glassy-eyed, I watched him sign it, and in a moment of sweet clarity the thought flashed through my mind: "You've got to tell him now." But before I could screw up sufficient courage to speak, Mr. Pitou spoke instead.

"You know, Moss," he said, "I don't often go around giving myself pats on the back, but I think my letter helped Mr. Conrad. I wish I had kept a copy of it. As a matter of fact, I wish you'd make a copy of this one right now. I'd like to take it home and show it to Mrs. Pitou tonight. I've been telling the family how you discovered this young fellow just in the nick of time."

That did it, of course. To confess to Mr. Pitou that he had been writing these wonderful letters to his office boy was bad enough, but to make him out an utter fool in the eyes of his family was something I could not face. Any kind of delay would give me some precious time to think—something was bound to happen to make that terrible moment of confession a little less awful than it seemed to me just then.

That night I went home and tackled the third act. Alas, third acts are notoriously tough even for hardened veterans, and Robert Arnold Conrad, a tired and sorry spectacle by this time, did not finish the act that night. The next day another and still longer letter was tolled off to Mr. Conrad—longer, I believe, because Mr. Pitou was daily growing more proud of his new-found prowess as a teacher of play-writing—while I sat there miserably taking it all down. All I wanted was to finish the third act, tell Mr. Pitou the truth, and have it over with. My chief concern now was not to lose my job as a consequence of this miserable joke. I silently prayed for a propitious moment to tell him. If only I could get that act finished quickly, all might not be lost.

Copyrighted material



PARTNER AND MENTOR for Hart was George S. Kaufman (*left*), veteran writer who helped him turn flabby script of *Once in a Lifetime* into 1930 hit. Rewriting scene with Kaufman, Hart said, was like "the Spanish Inquisition."



SHIPBOARD ASSOCIATES, Hart and Songwriter Cole Porter (*left*), who steamed off on a five-month world cruise in 1935, came back with successful musical *Jubilee*. For it Porter wrote song inspired by trip—*Begin the Beguine*.

That night I went to sleep after dinner and slept until midnight. Then I got up, sat down at the typewriter, and did not get up until I had typed "The curtain falls." It was 8 o'clock in the morning. Now that it was done and I could tell Mr. Pitou at last, I felt strangely awake and refreshed. When I walked in at 9 o'clock Mr. Pitou was already there.

"Got that third act?" he said. I nodded and handed it to him.

"Mr. Pitou," I began—but I got no further than that.

"Get your friend on the phone right away," he interrupted. "The damndest thing has happened. I showed these two acts to Mrs. Henry B. Harris last night, and you know what? She says this play is too good for the road—she wants to co-produce it with me on Broadway. I'm going to bring the company back to New York, rehearse the play here, open in Rochester, play Chicago for four weeks, and then we'll bring it in. It will be my first New York production, so get your friend on the phone right away and tell him to come up here and sign the contract—I'm going downstairs to the booking office to book the time."

The inevitable moment of truth

I STARED numbly after him as he passed me in the doorway. After a moment, I sat down in a chair and tried hard to think. I was still sitting there transfixed when Mr. Pitou returned from the booking office.

"What time is Mr. Conrad coming in?" he asked. "The theaters are all set. What time is he coming in?"

"Two o'clock," I replied, promptly and automatically, as though somebody else were using my voice.

"Fine," said Mr. Pitou, "let's get going—we've got a lot to do before lunch and I want to read that third act before he gets here."

CONTINUED



If she's ten or a teen, a beTween ager has a psychological need for a bra. It gives new poise in a new grade. The understanding mother now buys her daughter's first bra, whether or not she needs it physically.

teenform
SPECIALISTS FOR THE FORMATIVE YEARS

TEENFORM'S "LITTLEST ANGEL" BRA EXPANDS AS SHE DEVELOPS. $1.50 AT PRE-TEEN DEPARTMENTS OF UNDERSTANDING STORES

FREE *Write for these informative booklets to* TEENFORM, *112 West 34th Street, New York 1, N. Y. (In Canada: 450 Dorchester Street, Quebec)*

☐ "THE UNDERSTANDING MOTHER"... *how to help the beTween ager cope with her emotional and physical changes.*

☐ "VERY SPECIAL SECRETS"... *written to and for girls between 10 and 15 about skin care, figure tips, hobbies, clothes, etc.*

NAME *(please print)*_____

ADDRESS_____

CITY_____ ZONE____ STATE_____

L8

Copyrighted material



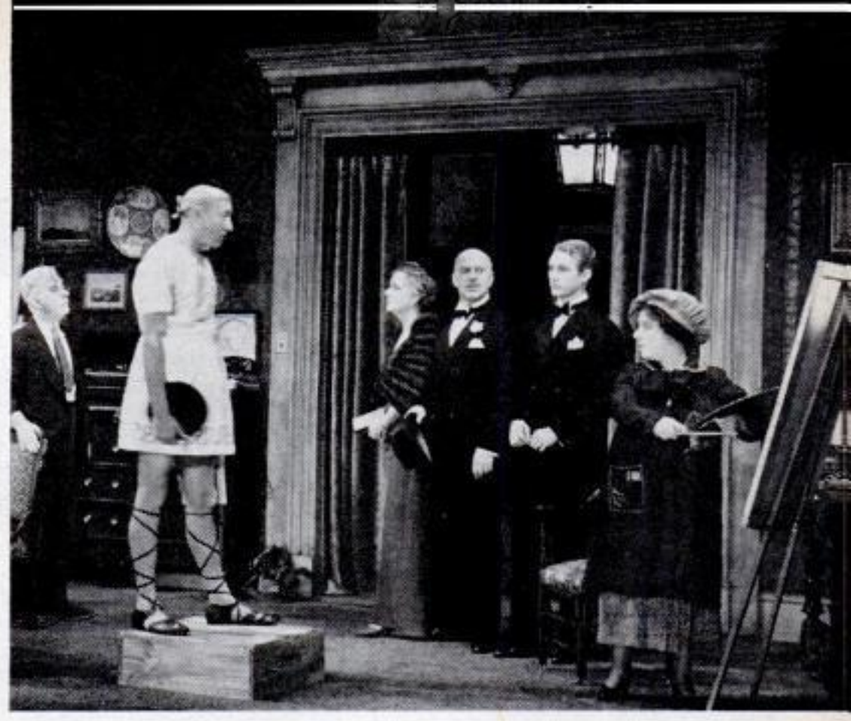
'ONCE IN A LIFETIME'

First of Hart's six biggest successes, the play with Sally Phipps (*left*), was a 1930 satire on Hollywood.



'AS THOUSANDS CHEER'

The next, a revue, had Clifton Webb (*left*) as Gandhi, Helen Broderick as Aimee Semple McPherson.



'YOU CAN'T TAKE IT WITH YOU'

Tale of a crazy but lovable family, starring Josephine Hull (*right*), it won Pulitzer prize in 1937.

MOSS HART'S FLOP CONTINUED

The enormity of what I had done settled over me like a suit of mail. I stared so hard at Mr. Pitou that he finally became aware of it and said, "What is it? Were you going to say something?" I shook my head. There are certain moments when the process of thinking is frozen, when the ability to act, speak or move is completely and totally paralyzed. I couldn't have told Mr. Pitou the truth right then, or even have given him the correct time had he asked me to, if my life had depended on it.

When Mr. Pitou went out for lunch, taking the third act with him, I again sat down in the chair and stared unseeingly around the office. I was still sitting there when Mr. Pitou returned from lunch a little before 2 o'clock.

"The third act is just right," he said as he closed the door behind him. "He certainly read my letters carefully." He looked at his watch. "You said he was coming in at 2 o'clock, didn't you?"

"He must have been held up in court, Mr. Pitou. Sometimes they don't recess until 4 o'clock," I said, pulling out a legal term from heaven knows where.

For the first time Mr. Pitou looked hard at me. He had, of course, no suspicion of the truth, but he sensed something was wrong. He rose from the desk and reached for his hat and coat. "Get your coat, Moss," he said. "We'll go down to his office and wait for him, if we have to wait there all day."

Somehow I put on my hat and coat and followed him to the elevator. I was trapped and I knew it. We got into the elevator and it started down. I made my revelation between the eighth and fifth floors as the elevator shot downward.

"Mr. Pitou," I began, "I have a confession to make."

Mr. Pitou turned and looked at me a little wonderingly, as well he might have, for my voice had gone at least two octaves higher and seemed even to my own ears to be coming through an echo chamber some great distance away. I remember every word I spoke, for the declaration that I finally managed to get out had an enviable economy and a dramatic brevity which I was not able to appreciate fully until long afterward.

"Mr. Pitou," I said, "*I* am Robert Arnold Conrad."

The elevator doors opened and we both stepped out into the lobby. In silence we walked the length of the lobby and out into 42nd Street. Only then did Mr. Pitou give any indication that he had heard me.

"Moss," he said at last, "I don't know whether you know it or not, but when an author writes his first play he doesn't get the regular royalties."

I could hardly believe my ears. "You mean—it's all right, Mr. Pitou?" I faltered.

"Certainly it's all right," he replied, "as long as you understand that a new author doesn't get the regular royalties. We'll have to make out new contracts. I guess I'd better go over and see Mrs. Harris and tell her the good news."

He patted me on the shoulder paternally, smiled down at me, and started off briskly toward 44th Street. I stood stock-still for a moment, and my first emotion, if such it may be called, was one of hunger. I walked to a lunch counter on the corner and ate one frankfurter after another, until all my money was gone except the subway fare I needed to get home. I must have eaten at least 10 frankfurters.

The next day I was officially presented to Mrs. Harris, and my dual career as office boy and built-in playwright swung into full gear. It did not seem at all extraordinary to me that I should go about my duties as office boy in the morning, emerge as playwright in the afternoon, then revert to the role of office boy again at the end of the day; closing the windows, emptying the wastebaskets, stamping the mail and then dropping it off at the post office on my way to the subway. Neither Mr. Pitou nor I myself, for that matter, seemed to feel that any great change of status had taken place, which was exactly what I had prayed for. My relief that I still retained my job was so great that had Mr. Pitou asked me he could easily have had the play for no royalties at all.

By the same token, the news at home that I had written a play was received with hardly a lift of an eyebrow. I think that my mother and father, utterly unaware of the ways of the theater, concluded it was some sort of homework I had done in the evenings because I had not finished it during the day at the office.

Getting the show on the road

ONLY Mrs. Henry B. Harris seemed to gather a secret amusement from the situation. Mrs. Harris was rich, racy, colorful and of infinite good humor. She was a survivor of the *Titanic* disaster. Her husband, Henry B. Harris, the producer of such famous plays as *The Lion and the Mouse*, having perished in that tragedy, she now owned the Hudson Theater on 44th Street, a yacht and a stable of horses.

Her inordinate liking for *The Beloved Bandit* was something I could not fathom then, nor can I understand it now, for she was theatrically shrewd and by no means a fool about plays in general. In fact, her faith in *The Beloved Bandit* imbued us all with a foolish optimism and a ridiculous impatience to see the curtain rise as quickly as possible.

CONTINUED

'THE MAN WHO CAME TO DINNER'

With Monty Woolley (*left*) spoofing eccentricities of Alexander Woollcott, 1939 hit played 739 times.



'LADY IN THE DARK'

Gertrude Lawrence and Danny Kaye helped Hart use musical form to handle a serious subject matter.

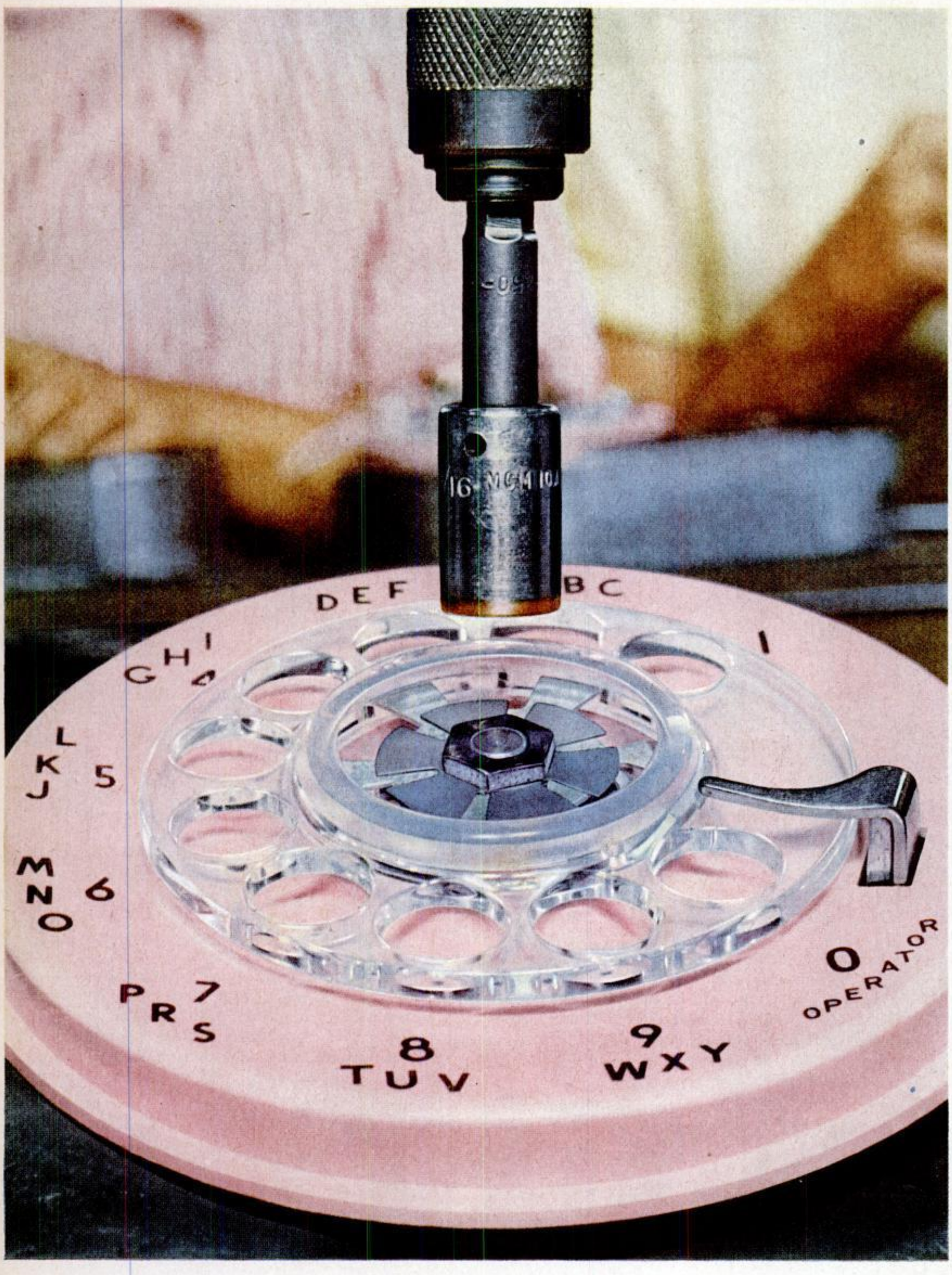


'WINGED VICTORY'

A wartime play about the Air Forces, it introduced an unknown, Peter Lind Hayes (*standing*, *right*).



Copyrighted material





YOURS TO COMMAND

Here's a telephone dial moving along an assembly line at Western Electric's Indianapolis plant. Chances are this familiar symbol of service is in your home, too . . . an important part of the Bell telephone that serves you so well.

It puts you in command of a countrywide network of 55 million Bell telephones . . . of thousands of dial switching units . . . miles of wire and cable . . . billions of parts. All this is ready to work together perfectly whenever you twirl your dial. Making these telephone products so reliable you take them for granted is Western Electric's main job as part of the Bell System.

Western Electric manufacturing and supply unit of the Bell System

Copyrighted material

TROPICANA . . . new sun-drenched style of the Pacific . . . so pleasing to your purse

TROPICANA will brighten your home like a fresh, sparkling breeze off the Pacific. Here's furniture with the modern spirit of casual living seen in the smartest homes. The time-mellowed simplicity of Oriental design has been captured and blended with the graceful lines, the respect for natural woods, so typical of Pacific coast living.

The price of this handsome, modern suite? You can furnish an average bedroom for less than $250!

Tropicana is just one of the many complete Bassett Modern, Traditional, Provincial and Colonial Suites you will see at your furniture or department store—priced from just $149 to $499, on budget terms if you like. Bassett suites are built with a faithful attention to value that has been a hallmark at Bassett for 57 years. Ask to see occasional tables and chairs, too.

Send 20c for furniture folders to Bassett Furniture Industries, Dept. L, Bassett, Va.

SO EASY TO OWN **Bassett**



ABOVE: Here's the sleek, clean look you see so often in homes you admire. Slender, brass-capped drawer pulls accent warm, sun-tanned walnut or cherry finishes. Choose from a generous selection of 10 pieces.

RIGHT: Your dining area large or small? Choice of sizes in 2 buffets, 2 chinas, drop-leaf and extension tables featuring handsome, figured-grain tops with contrasting inlay veneer borders. Serving chest, arm, side chairs.



DETAILS OF BASSETT CRAFTSMANSHIP

Carefully rubbed DuPont Dulux finish baked on for protection.

Drawers center-guided to slide smoothly. Waxed interiors, dustproof.

Extensible Steelslides on tables. Won't sag, open smoothly in any climate.

Bassett seal in left-hand dresser or buffet drawer guarantees quality.

Copyrighted material

MOSS HART'S FLOP CONTINUED

Priestly Morrison, an actor of great charm and quite a good director in his own right, was engaged to stage the play and I suspected almost at once that he thought *The Beloved Bandit* was absolute nonsense. However, he did nothing to diminish Mrs. Harris' or Mr. Pitou's enthusiasm—he merely nodded and smiled at their grandiose plans for the play. During the slight rewriting he demanded of me he was scrupulously polite and noncommittal.

In 10 days from that fateful morning when I had handed Mr. Pitou the third act, the Pitou company had been brought back from Illinois to New York and the play was in rehearsal. Joseph Regan remained the star, but an entirely new cast was engaged.



SHOW'S PRODUCER, Augustus Pitou, had six one-night-stand road companies touring the U.S.

It must have been somewhat bewildering to the actors, or at the very least slightly unorthodox, to see the author of the play sent out to get a package of cigarets or a container of coffee for the producer. No actor, not even Joseph Regan himself, ever asked me to run out and get him coffee or cigarets—a small consideration, but one for which I was grateful nevertheless. Only the stage manager, a hardened soul whose name escapes me, took an exceedingly dim view of the entire proceedings. His displeasure with the play was not vocal—he would merely emit long, doleful sighs from time to time, like a sheep dog settling down in front of the fireplace for a long nap, and when questioned about his heavy state of gloom he would simply raise his eyes heavenward and tap the manuscript of the play.

In spite of our dolorous stage manager, rehearsals were indomitably cheerful. Mrs. Harris did not appear at rehearsals until the first run-through and, under the spell of her delighted and ringing laughter, the actors outdid themselves. Even Mr. Pitou on that splendid afternoon forgot to send me out for coffee and Mrs. Harris shook my hand and prophesied a rosy future for me. Three days later the company, the producers and the author left for the opening performance in Rochester, N.Y., all of them as usual magnificently optimistic.



HOPEFUL BACKER, Mrs. Henry Harris, owned Hudson Theater, was widow of Broadway producer.

The play was in only one set, a prime requisite of any Augustus Pitou production, and since the scope of the action was limited and the props almost primitively simple (another requisite) it was taken for granted that the dress rehearsal in the Rochester theater would be a simple and smooth one. I have learned since that the gods who hover over dress rehearsals are perverse, deceptive and wildly unpredictable. The most complicated shows sometimes move with a blessed smoothness and the simplest ones turn without warning into hell's own acre. I have learned, too, that a play with which everything is going to go well, a play which is destined to be a hit almost from the moment the curtain rises, is preceded in its out-of-town birth pangs by a series of unrelated but inevitable omens that I have come to look upon with superstitious awe when they appear and a grim foreboding when they do not.



YOUTHFUL STAR of show was Joseph Regan who made a name as an actor in Pitou's road shows.

When the tide is running right, the room service at the hotel is swift, the food piping hot and delicious, and the waiters are silent and matchlessly efficient. The telephone service and the bellboys are expert and bright, the elevator doors swing magically open without a moment of waiting as you press the button, and the traffic lights turn green as you step to the curb.

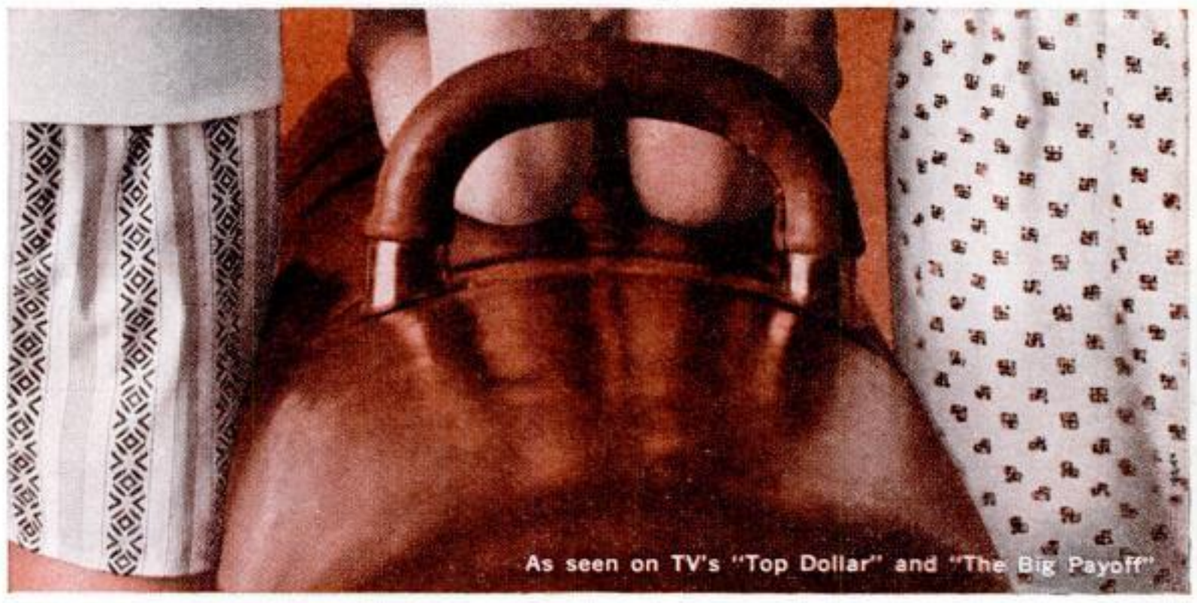
Skulk lightly around the outskirts of a play that is in trouble in its out-of-town tryout and you will hear the agonized pleas to room service that the order was given over an hour ago, damn it! You will notice the glazed eye, its owner already late for rehearsal, watching the elevator indicator as it remains stuck at the top floor. There will be no porters to carry the bags as you check in. The telephone operators will take a "No Disturb" call as a challenge to their ingenuity in waking you early, and, of course, there will be a taxi strike on and a convention in town. (There is nothing more painful to an author with a play in trouble out of town than the spectacle of middle-aged men with fezzes on their heads and noisemakers in their hands, drunkenly greeting him in the hotel corridor.)

CONTINUED

GUARANTEED



FRUIT OF THE LOOM®
UNDERWEAR



worn by more men and boys than any other brand

In a class by themselves! Fruit of the Loom undershirts and shorts for back-to-school, back-to-work. Soft, strong, long-wearing Fruit of the Loom gives you all these extras: Sanforized high-count cotton broadcloth • reinforced at stress points • lasting fit through countless washings • sensibly priced • unconditionally guaranteed. **Men's fleece-backed sweatshirts** . . . highly absorbent . . . nylon-reinforced neck retains shape. Silver Grey or White. S, M, L, XL, $1.59 (3 for $4.75).

BOYS' Athletic Shirts Box of 6 for $2.30
39c

BOYS' Tee Shirts or Briefs Box of 6 for $2.90
49c

BOYS' Sanforized Shorts Box of 6 for $3.50
59c

BOYS' Sizes 2-16



MEN'S Sanforized Shorts, Tee Shirts or Briefs—69c, 6 for $4.10; Athletic Shirts—49c, 6 for $2.90

FRUIT OF THE LOOM UNDERWEAR • EMPIRE STATE BUILDING, NEW YORK 1, N. Y.

Copyrighted material





If you go outdoors to work or play . . . you'll enjoy the style and comfort of Stephens. Manufacturers of work shirts and pants, sportswear and dungarees.

Stephens

W. E. STEPHENS MFG. CO., Inc. NASHVILLE 3, TENN.

HEART burn?

KEEP YOUR TUMMY UNDER TUMS CONTROL!



GET TUMS ECONOMICAL 3-ROLL PACK

Regular & Extra Sizes 49¢ & 59¢

Newberry® PANTIES

exclusively at J. J. NEWBERRY CO.

Shrinks Hemorrhoids New Way Without Surgery

STOPS ITCH—RELIEVES PAIN

For the first time science has found a new healing substance with the astonishing ability to shrink hemorrhoids and to relieve pain—without surgery.

In case after case, while gently relieving pain, actual reduction (shrinkage) took place.

Most amazing of all—results were so thorough that sufferers made astonishing statements like "Piles have ceased to be a problem!"

The secret is a new healing substance (Bio-Dyne*)—discovery of a world-famous research institute.

This substance is now available in *suppository* or *ointment form* under the name *Preparation H.** Ask for it at all drug counters—money back guarantee.*®

MOSS HART'S FLOP CONTINUED

Not all of these omens were in operation when we arrived in Rochester, nor would I have recognized them if they were. But the dress rehearsal that night was chaos. The theater curtain jammed going up, and the set, of a hideous green color that I have never seen duplicated, buckled during the first five minutes of dialogue and nearly brained the character man. There was an unholy wait until it was restored and made fast, and the entrance of the star, trilling a lilting Irish ballad, was somewhat marred as he tripped over a stage brace and sprawled into the fireplace.

Nothing worked. If an actor went to open a door, it stuck. When the leading lady, with a loud cry of passion, rushed to the window to open it and call after the star, the window came off the frame and she was left standing with it in her hands. It was a nightmare. By the second act, the actors were dithering about the stage, hopelessly lost in their lines, hollowly waiting for the next calamity to descend. Sure enough, Joseph Regan, making his second-act entrance through the same door, tripped again over the same stage brace—only this time the fireplace crumpled under the impact and fell in a shambles all around him.

Only Mrs. Harris remained unperturbed. Leaning over to the perspiring Mr. Pitou from time to time, she would say quietly, "I'm glad it's going this way, Gus. A bad dress rehearsal means a good opening night. I've never seen it fail."

Through the years I have heard that phrase repeated over and over, and it is my firm conviction hardened by experience that a bad dress rehearsal with rare exceptions invariably means a ragged opening night. It is one of those theatrical maxims that have no basis whatever in fact, but I did not know it then and I clung to the good cheer that Mrs. Harris exuded.

Somehow the third act dragged through with only the minor casualty of the juvenile being hit in the eye by a flying piece of teacup that shattered as he banged it down on the table. When the bleeding subsided the play proceeded uneventfully until the end.

The next morning there was an 11 o'clock rehearsal at the theater, and this time, to do Mrs. Harris full justice, the proceedings on the stage resembled something more closely akin to sanity. The stage brace had been set farther back of the door so that Joseph Regan at least remained upright when he entered the doorway. The window was bolted into the frame, and the juvenile and the character man, though a little the worse for wear, met with no further mishaps. A curious hypnotic state now fell upon everyone connected with *The Beloved Bandit*, actors and producers alike. I have seen the same thing happen often since then. Because the horror of the night before was not repeated, everyone concerned seemed to be utterly blinded to the deficiencies of the play itself. Before the rehearsal was half over, witless optimism was again flowing through the theater like May wine.

Ordeal by audience

BEFORE dinner that evening, in Mrs. Harris' room, I had my first martini. It was thought proper that I should, since a congratulatory toast was being raised to me. I had never had hard liquor before, and the second martini made me quite drunk. We were all in a state of ebullient good spirits as we started for the theater, and for a brief moment I had a drunken fantasy of rising from my seat in the third row of the orchestra as the final curtain fell and making a graceful little speech to the audience.

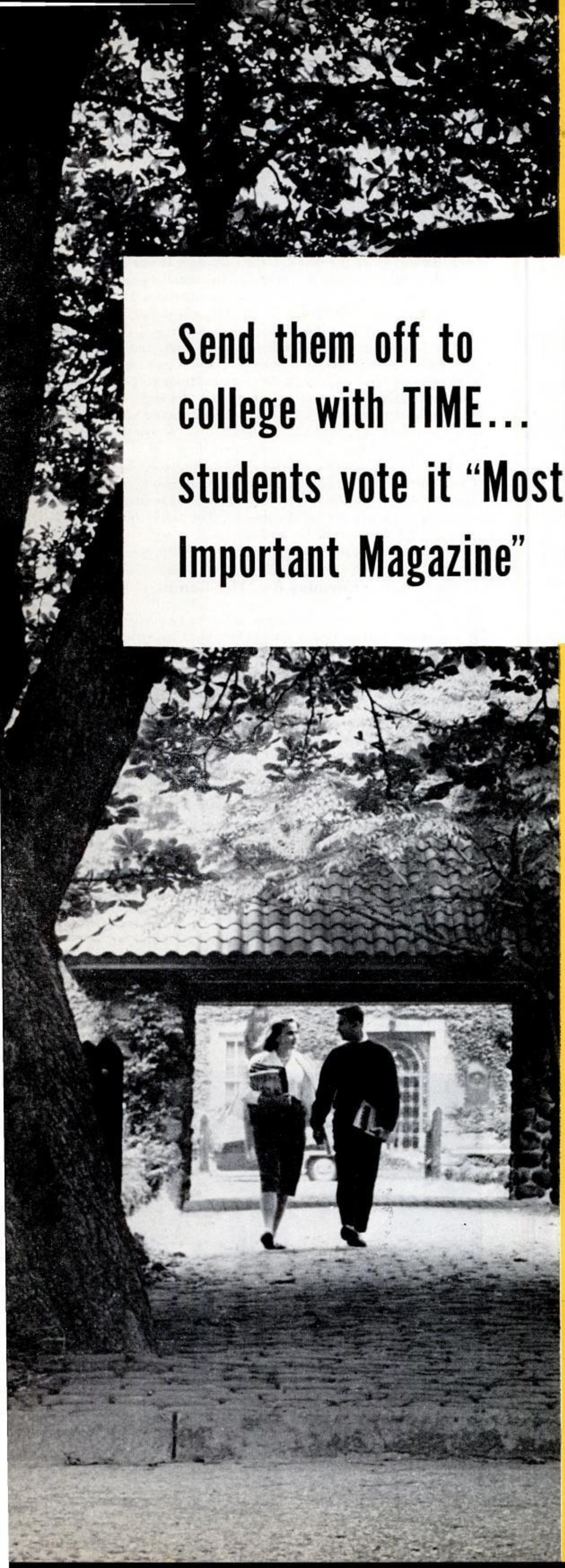
I took my seat just as the lights dimmed and the curtain rose. The audience seemed slightly stunned as the set stood revealed in its full ghastliness, but there was only the slightest murmur among them and they settled back generously to enjoy themselves. In the first 15 minutes of the play an audience is the most malleable group in the world. Give them the slightest token that they are going to be entertained or moved and they become a receptive instrument that both playwright and actors can play upon at will. Then a curious thing happens. Somehow at the end of the first 15 minutes an invisible bell seems to ring in the theater. If the play has not captured the spectators by then, en masse they become a disparate group of people who are never welded together again. One can almost feel the moment when it arrives, and the inner ear can hear that bell tolling soundlessly.

In the first 15 minutes of *The Beloved Bandit* they sat pleasantly enough, hoping against hope (or so it seemed to me) that they had not been drawn out of their homes on a bitter cold night only to be made fools of. Had the play had the slightest merit or even a redeeming scene or two to lift it out of the mire of its own monotony, I believe they would have responded immediately. As it was, they sat there in utter silence.

I do not know of any silence more devastating. I have sat through it more than once and it is a searing experience. Yet I have always marveled at the infinite politeness of an American audience. When it

CONTINUED

Copyrighted material



Send them off to college with TIME... students vote it "Most Important Magazine"

Busy as the college year may be, it's no time to lose touch with the fast-changing world off campus—and nobody knows this better than today's college students.

They know, too, that there's no better briefing than TIME. With undergraduates, as with educated people everywhere, it's far and away the favorite way to keep up if you're IN, catch up if you're OUT.

Your college-bound son or daughter would find his own TIME subscription invaluable. Why not make it a gift? You can send TIME to a student now at the same reduced rate he'd be entitled to himself.

Just use the coupon below to order your gift at the special student rate—one year for $3.87, or two years for $7. No need to send your check; we'll bill you later.

SEND FOR FREE SUMMER REVIEW TEST

TIME is now preparing its 50-question Summer Review Test for the thousands of teachers across the country who use TIME in their classrooms as a supplementary text. A copy is yours for the asking. Write TIME Education Department, 540 North Michigan Avenue, Chicago 11, Illinois.

TIME, The Weekly Newsmagazine
540 North Michigan Avenue
Chicago 11, Illinois



PLEASE SEND TIME AT THE SPECIAL STUDENT RATE

☐ 1 year $3.87 ☐ 2 years $7.00

TO

Student's name

College address

City Zone State or Province

College Year of Graduation

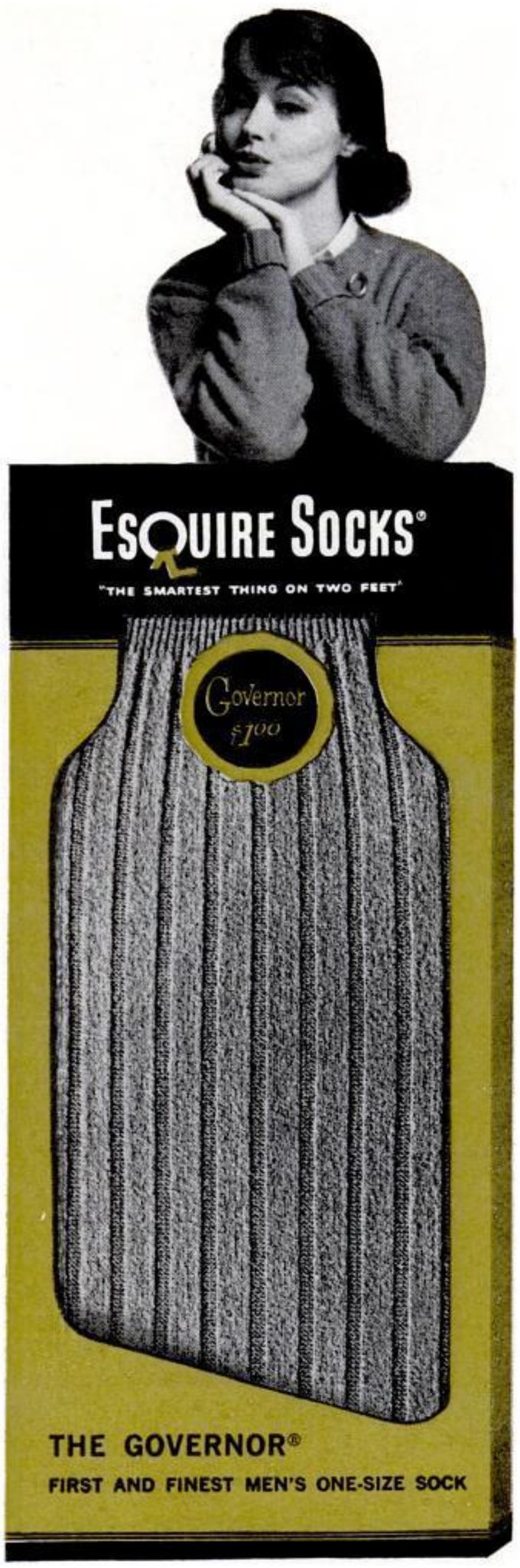
If this order is a gift, please fill in below.

Name of donor

Address

City Zone State or Province 4450

Copyright



MEET A CAMPUS SWEETHEART!

The Governor® is the year-round one-size rib sock that gives a man everything he wants: longer wear, easy care, a smoother fit, and a truly impeccable neatness. Sanitized® to stay hygienically fresh. Available in all-nylon, regular, or over-the-calf length; in cotton-and-nylon, regular length. $1 pr. ESQUIRE SOCKS®

KAYSER-ROTH HOSIERY COMPANY, INC., DIVISION OF KAYSER-ROTH CORPORATION

is perfectly plain to them that they have been sold down the river, and are in for an evening of crushing boredom, they do not become impolite or unruly—they sit there in a rather apathetic silence. As the curtain falls on each act, they stride heavily up the aisle, the hope written plain on their faces that the next act will be better.

They have in addition a kind of idiot genius as a group: they can detect falsity and reject the spurious with a lightninglike precision, without knowing why, of course, or saying a word to each other. But they are the surest barometer of a play's weakness or an actor's inadequacy that I know of. They knew what was wrong with *The Beloved Bandit* before the first act was half over. It was a fake.

As the first-act curtain descended to an ominous silence, I sat for a moment trying to clear my head of the two martinis. I had no wish to see Mr. Pitou, Mrs. Harris or Priestly Morrison, but I wanted to be told by somebody that it hadn't gone as badly as I thought it had. I decided to mingle with the audience in the lobby and listen for their comments. It was a mistake. I moved as rapidly as I could from group to group, and it was as though they had not been at the theater at all. They were talking about everything under the sun—except the act they had just seen. I think I would have felt better about it if I had heard someone say, "Isn't it terrible," or, "Worst thing I've ever seen"—but I did not. The contemptuous dismissal of what they had seen as not being worth discussion was much harder to bear.

I sat through the second and third acts in the same grim silence the audience did. As the final curtain fell, a mass exodus started. There was not even a smattering of applause. The actors bowed to a solid phalanx of retreating backs, and the stage manager, his prophecy proved true at last, mercifully raised the curtain only once.

Curtains for 'The Bandit'

I MADE my way slowly backstage, in order to postpone for as long as possible that inevitable face-to-face meeting with Mr. Pitou and Mrs. Harris, but when I got there they were nowhere to be seen. The stage manager, cheerful for the first time since rehearsals began, waved a hearty greeting to me. "Never saw one go worse," he said smilingly. "I see them go all kinds of ways, but this was like spraying ether. You looking for the management?" I nodded. "They fled before the curtain came down."

As I started to walk away he called after me, "I wouldn't wait up for the notices, if I were you. I know one of the critics here and he waits all year for one to come along like this."

I walked back to the hotel through the sleeping city, suddenly too exhausted to care much about what would happen now. Though *The Beloved Bandit* was to limp through an agonizing week in Rochester and even a few days in Chicago, it was, I knew, an irretrievable catastrophe.

I have often since then walked back to my hotel through a dark city after a bad out-of-town opening and looked up at the shuttered and peaceful windows of its inhabitants. I have wondered if they ever thought enviously of the rewards, both financial and otherwise, that come with great success in the theater. I have wondered, too, if they ever glimpsed the other side of the coin—the tremendous toll the theater exacts in nerves, in strain, in stamina. The theater takes almost as much as it gives, and those who court its wayward favor must be made of stern stuff indeed. I was learning my lesson early.



PLAYWRIGHT-DIRECTOR Moss Hart, who began staging Broadway shows 18 years ago, coaches wife, Kitty Carlisle, in 1954 comedy, *Anniversary Waltz.*

Copyrighted material



Fastest way to a Parisian cafe is by Pan Am Jet Clipper!

Autumn in Paris — less than 7 hours by Jet Clipper

Nothing takes the place of *being* there . . . nothing *takes* you there like Pan Am. In Paris, the autumn weather is like champagne. The bustling summer crowds have gone. Prices everywhere on almost *everything* are reduced.

Pan Am's Jet Clippers*, world's fastest airliners, put a holiday abroad within easy reach of the 2-week vacationer . . . with the only economy-class Jet service: $272 one-way New York to London, $294 to Paris, $346.60 to Rome.

Over 125,000 people have flown Pan Am Jet Clippers across the Atlantic . . . first choice of experienced travelers. Call your Travel Agent or any of Pan Am's 61 convenient offices in the U. S. or Canada.

*Trade-Mark, Reg. U.S. Pat. Off.

World's Most Experienced Airline

PAN AM

Pan Am Jet Clippers...world's fastest airliners...the only economy-class Jet service...
the only Jets to all three capitals: London, Paris and Rome.



Copyrighted material

The sunniest dispositions just happen to start with Post Toasties

The corn flakes with the sunny disposition – give you one, too.

Post's better way of toasting (plus that sweet corn flavor) make these corn flakes just a little bit better. A bowl of sunshine, anybody?



Post

All Post cereals happen to be just a little bit better!

Copyrighted material

A Nostalgic Evening in Newport

Those few guests who could recall parties at The Breakers back in the palmy days of Newport society—when the 70-room palace was the Vanderbilts' summer place—said the house had never looked more festive, the appointments more elegant or the company more dazzling. The silver on the buffet alone was worth $1 million. The 1,500 guests included the surviving cream of New York and New England society. The tab, however, was no longer picked up by one host. Vanderbilt Countess Széchényi, who owns The Breakers—and lets most of it be used as a museum—supplied only the house. Almost everything else—including the silver—was given by the Gorham Company. As the party, like most big balls today, was a benefit, the guests themselves paid some $40,000. Fittingly, the proceeds went to an organization dedicated in part to preserving Newport's past.



SILVER-HAIRED LADIES wear sequin-flecked wigs for dancing the old-fashioned cotillion which provided highlight of the evening. They are (*left to right, back row*) Marilla van Beuren, Mrs. Peter Rawlinson, Mrs. Samuel Hamilton and Mrs. Aeriel Frazer Eweson; (*front row*) Mrs. Claiborne Pell, Mrs. William de Rham, Mrs. John van Beuren, Mrs. R. Beverley Corbin Jr., Mrs. Charles Renshaw Jr., Pamela Drexel, Mrs. George Henry Warren Jr. and Diana Johnson. They stand in The Breakers' dining room behind a buffet heavy with food—and silver. Their wigs, costing $325 each, were flown in from Paris by Elizabeth Arden.

Copyrighted material

Italian Cartwheel

Only with Minute Rice and Chef Boy-Ar-Dee® Italian Sauce can you cook this easy meal-in-a-dish in 15 minutes!

Just pour Minute Rice—right from the package—into Chef Boy-Ar-Dee's new Marinara Sauce. Top with frankfurters and pop the whole happy dish into the oven.

In 15 short minutes . . . the long grains of Minute Rice drink up all the savory flavors of new Marinara Sauce. Every grain is fluffy-light, bursting with nourishment.

You'll love the combination of Minute Rice and Chef Boy-Ar-Dee's new Marinara Sauce—savory with herbs, perfectly seasoned by a real Italian chef. Try Italian Cartwheel *soon.*

ITALIAN CARTWHEEL

1 can Chef Boy-Ar-Dee Marinara Sauce—15½ oz.
or Chef Boy-Ar-Dee Spaghetti Sauce with Mushrooms or Meat
1⅓ cups water • 1⅓ cups Minute Rice
8 frankfurters • ¾ cup pickle relish
2 to 3 tablespoons prepared mustard (optional)

Combine Chef Boy-Ar-Dee Marinara Sauce, water and Minute Rice (right from the package) in a shallow 1-quart casserole; blend. Split frankfurters (three-quarters of the way through); fill with relish-mustard mixture. Arrange on rice mixture in casserole to form spokes of wheel.

Bake in moderate oven (350°F.) 15 to 20 minutes. Then brown frankfurters under broiler. Makes 4 servings.

CHEF BOY-AR-DEE
America's favorite
Italian-style sauces

MINUTE RICE
so fast, so easy—
perfect every time

Minute is a registered trade-mark of General Foods Corp.

Copyrighted material

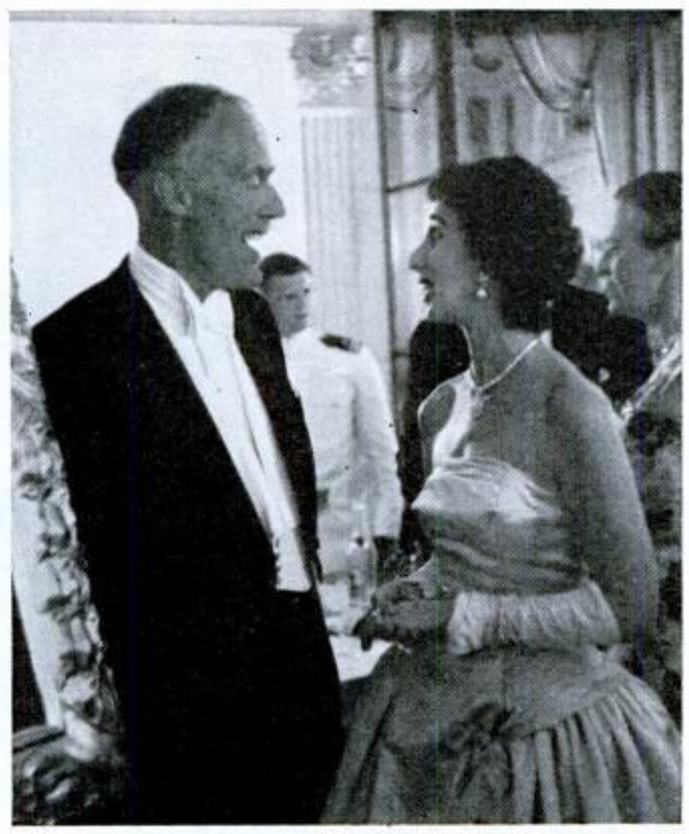
NOSTALGIC EVENING CONTINUED



COMPLIMENTS on ball are exchanged by Mrs. G. H. Warren and H. T. Smales who helped plan it.



CONFIDENCE is shared by Mrs. O. Prochet and honorary ball chairman Mrs. Sheldon Whitehouse.



ANECDOTE told by Mrs. John R. Drexel III gets hearty laugh from millionaire John Nicholas Brown.

AT THE HEIGHT OF FESTIVITIES, THE 12 YOUNG LADIES IN SILVER WIGS EXECUTE A GRACEFUL OLD WORLD COTILLION WITH THEIR TAIL-COATED ESCORTS



Copyrighted material



The Astronauts' appear only in

When one of these men becomes America's first space voyager, you

And furthermore: the lives that these seven men —and their wives—will lead between now and the day on which one of them becomes the first American—perhaps the first human being—to orbit into outer space will in itself be one of the most absorbing, dramatic, human stories of our time.

LIFE—and LIFE alone—will bring you that personal story in the words of the men and women concerned. And LIFE will illustrate that story in photographs as extraordinary to look at as the words are extraordinary to read.

Of course there is much to be done before the first test flight into orbit, expected to take place within the next two years.

There will be tough preliminary flights: the Astronauts of the National Aeronautics and Space Administration's Project Mercury will be rocketed out over the missile range and over the Atlantic. All these stories LIFE will bring you—in the words of the Astronauts themselves: Scott Carpenter, Gordon Cooper, John Glenn, Virgil Grissom, Walter Schirra, Alan Shepard, Donald Slayton. There will also be stories by the Astronauts' wives—stories of their quiet, patient waiting until the husband of one of them is chosen for the Big One.

You will read the first of these first-hand reports in LIFE's issue of September 14.

Here each of the seven Astronauts will describe the grueling training he has so far undergone—physical (bone-tiring bodily stresses) and mental (brain-befuddling studies and nerve-racking psychological tests)—all designed to get one man into space and bring him back alive again.

What will that historic journey be like?

Navy Doctor Norman Barr has given us a hint:

"The crushing force [of acceleration] will shove the

Copyrighted material



own stories will

LIFE

will read his personal story

air out of [the space traveler's] lungs. . . . He will wait in heavy silent apprehension. Then [in orbit] he will have dropped suddenly, as if over a precipice, into a still and weightless world. . . . Finally the vehicle [will] plunge back . . . and crash into the atmosphere like a stone in water . . ."

The seven men of Project Mercury know these hazards. Yet when asked for a show of hands by those who thought they would come back alive, their answer (*see above*) was unhesitating, unanimous.

LIFE is proud indeed to be chosen to bring you in these pages the continuing story of what will surely be man's greatest feat in the Twentieth Century—as viewed by the Astronauts themselves.

We feel certain you will want to be with us for the beginning of the count-down three weeks from now —and to follow the almost-out-of-this-world adventures of the Astronauts until one of them (*which one?*) rockets out of this world in reality.

ANDREW HEISKELL



FROM "SPACE VOYAGERS RARIN' TO GO," LIFE, APRIL 20, 1959

Copyrighted material

LOOK MA, NO LAND

Muscled young men like to do handstands on the beach, but seldom has one summoned confidence enough to try water. Yet this feat seemed to fall in the power of George Wojnowski, Mr. Mid-America of 1959. Swimming in Lake Michigan with a friend, he found a slippery rock at the surface. As Photographer Randy McKay shot a picture, a ripple covered the rock, giving a brief illusion of the superhuman.

Copyrighted material



Twin Peaks of Perfection

For more than 100 years, Gilbey's has been a world-famed, respected name. In Gin, its unvaried quality and perfect proof have established it as the world's favorite. For Vodka, Gilbey's has done something deliciously different—by bringing you only the *smoother* "heart" of each vodka distillation. Small wonder that, for the most satisfying gin and vodka drinks, *"the world agrees on 'Gilbey's, please'!"*

GILBEY'S the best name in **GIN** and **VODKA**

VODKA 80 & 100 PROOF. DISTILLED FROM 100% GRAIN. W. & A. GILBEY, LTD., CINCINNATI, OHIO. GILBEY'S DISTILLED LONDON DRY GIN. 90 PROOF. 100% GRAIN NEUTRAL SPIRITS. W. & A. GILBEY, LTD., CINCINNATI, OHIO. DISTRIBUTED BY NATIONAL DISTILLERS PRODUCTS COMPANY.

Copyrighted material

LUCKY STRIKE

The tobacco is unbeatable.
The quality is unmistakable.
And the taste is unforgettable.



Get the genuine article

Get the honest taste of a LUCKY STRIKE

©A. T. Co.

Product of The American Tobacco Company — "Tobacco is our middle name"

Copyrighted material